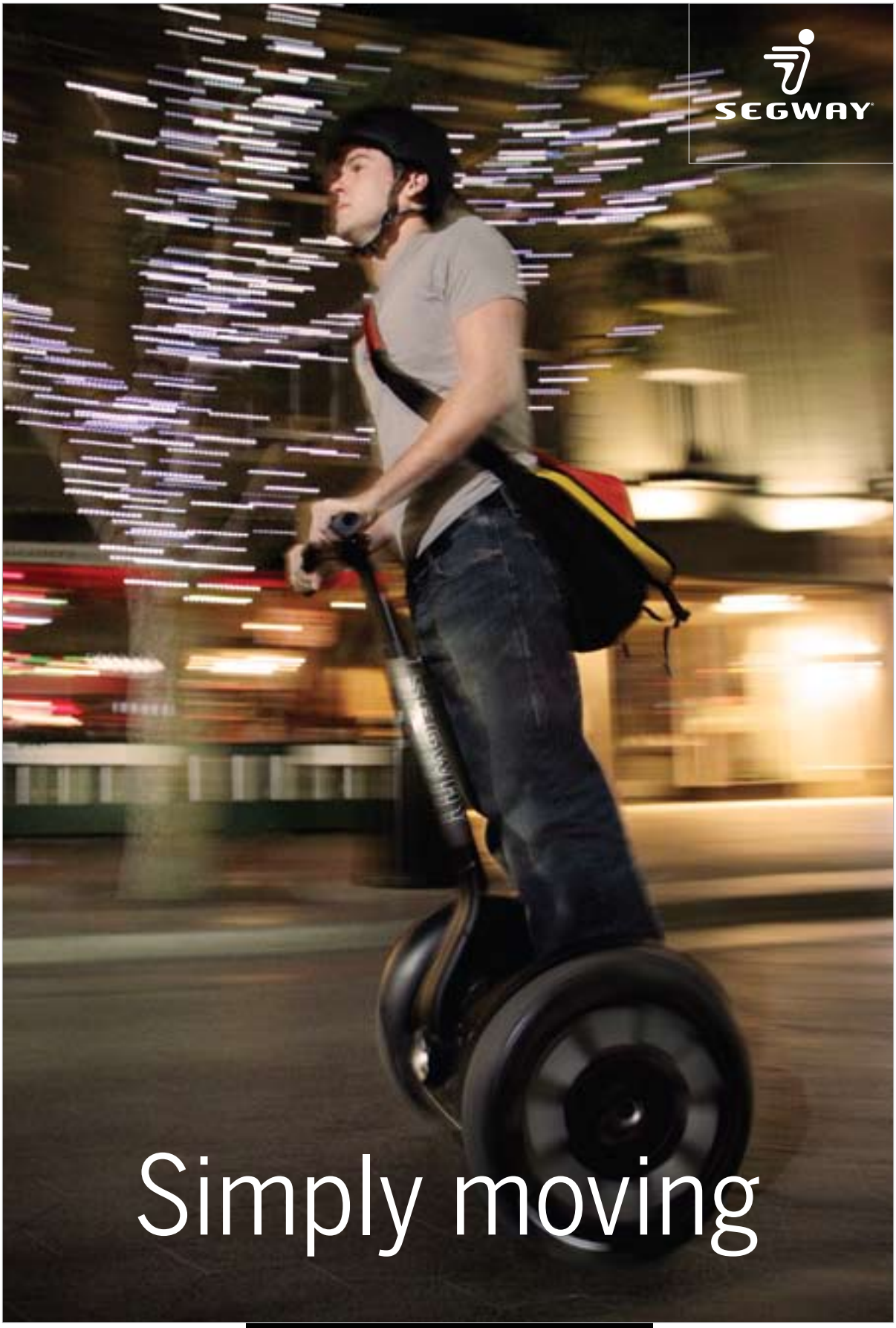


Simply moving

SEGWAY® LIFESTYLE BROCHURE

You've been here before, but only in your imagination. You're gliding on air, above the crowd with a clear view of everything ahead. At the same time, you're with the crowd in perfect sync. No obstacles. No barriers. You find yourself traveling farther and seeing more. Go fast. Go slow. Go anywhere. This is how you envisioned travel sometime in the future. But this isn't the transportation of tomorrow. It's Segway, today.

Mobility, evolved

Like nothing you imagined

Serious transportation? Yes. Fun? Absolutely.

Like any invention that's ahead of its time, the Segway Personal Transporter (PT) is often misunderstood. The gleeful smiles of Segway PT riders may have created an impression that this is... well... a toy. But make no mistake. While a Segway PT is incredibly fun to ride, it is serious transportation for people on the move in today's changing world.

You can go for miles and miles.

The Segway PT can take you places that a car or bicycle can't — including inside many stores, office buildings, businesses, airports, elevators, and trains. Although they're ideal for short jaunts of 5 miles/8 km or less, Segway PTs can travel as far as 24 miles/38 km on a single battery charge, depending on terrain, payload, and riding style.

It doesn't replace walking. It replaces everything else.

Ride a Segway PT and revel in the joys of being active while you leave the hassles of cars and mass transportation behind. Travel on sidewalks and paths, side-by-side with friends on foot, and carry on a comfortable conversation. Move easily through crowds without invading others' personal space. While you glide along in harmony with those around you, you'll also be at peace with the environment thanks to the Segway PT's zero emissions and zero need for gas.

The Zen of Segway

Suddenly, thought and action are one.

Stand on a Segway PT and it remains stationary and upright, balancing you appropriately. Shift your weight forward, backward, left, or right, and LeanSteer™ technology immediately sends you gliding in the precise direction you want to go, at exactly the speed you want to move. Straighten up and you gently stop. Segway engineers call it "closed-loop dynamic stability control." You'll call it magic.

Natural momentum.

A Segway PT quickly feels like an extension of your own body, making it easy for you to remain confident, comfortable, and in control – even when it's transporting you at speeds of up to 12.5 mph/20 kph, or about the pace of a brisk run. How long does it take to "become one" with a Segway PT? For most people, it's a matter of minutes. For some, even less.

Move. Be moved.

On a Segway PT, your routine is no longer routine. The everyday activities of life become experiences worth savoring, and you'll see that familiar stretch between Point A and Point B in a whole new light. Step up to a Segway PT and you will be transported — in more ways than one.

SEGWAY LIFESTYLE BROCHURE

Segway in the real world

Segway Everyday

"I live in a typical suburban community, miles away from work, shopping or services," says Douglas B. Luckie, Ph.D.

"Having a car is still essential. But since I recently purchased a Segway PT, I've been surprised by how much I use it instead of my car." In addition to the sheer enjoyment of riding, Luckie has been delighted by his savings on parking, gasoline, and automobile maintenance. "At first I just used it for errands around my neighborhood, but it wasn't long before I started riding it to work and back – about a 10-mile round trip. The Segway PT is the ultimate 'convertible'."

"My favorite part of riding my Segway PT is cruising along the sidewalk past stopped traffic. Talk about liberating! And it's really fun to find new shortcuts through parks and shopping centers — there are parts of my city that I never knew existed."

"My Segway PT makes shopping and errands so much more fun, efficient, and comfortable. I can get everywhere I need to go without the hassles of traffic and parking, plus I can stop and visit with people along the way."

Pam Gotcher
Niceville, FL

SEGWAY LIFESTYLE BROCHURE

"I regularly glide past stopped traffic on my way to work. My commute isn't an inconvenience, it's a chance for me to clear my mind and enjoy a part of my life that others dread."

Shawn Deay
Los Angeles, California

Segway in the City

The city on a Segway PT is the city transformed. "It makes getting around so much easier — and so much more fun!" says Jeremy Stevens.

"My 35-block commute is a whole different experience — people smile at me like we're old friends and ask me about my Segway PT. I glide through pedestrian traffic without a hitch — it's as if it knows where I'm going before I do. Plus, I can spend a whole day running errands without getting tired."

The range of a Segway i2 translates into 480 city blocks for urban dwellers. But you're not limited to the street. You can ride indoors, take it into an elevator, down to your office, and back to your home at the end of the day.

"I challenged three friends to race me to a restaurant. One took a cab. One took the metro. The third took a bus. I rode my Segway PT and beat them all by a good 15 minutes. I even had time to top off the battery before they showed up!"

SEGWAY LIFESTYLE BROCHURE

Segway at Work

"Squad cars keep us at a distance from people and, even when we're on foot or bicycle, people tend to stay away," says Officer Pierre Pyle of the Annapolis Police Department. "But when we ride Segway PTs, folks in our community come up and say hi. They get to know us, and we get to know them. Plus, we can see and be seen easily and get where we need to go quickly – even with all our gear."

A few miles away in a regional manufacturing facility, production managers and security officers cover miles of assembly lines, warehouses, and loading docks with greater efficiency, even into areas where golf carts and bicycles can't go.

"We're using Segway PTs to supplement our walking patrols," says Joe Marcello, Executive VP, National Operations of IPC International. "Our officers cover more territory and respond more quickly to crises, and at the end of a shift they have energy to spare."

"The Segway PT has really improved our visibility and response time – we can see what's going on and cover more ground in less time. Plus we're more approachable. People are less hesitant to come up and ask for assistance."

Lt. Richard Ricko
Maryland Transportation Authority Police

SEGWAY LIFESTYLE BROCHURE

"Noisy off-roading isn't for me. The x2 is quiet and allows me to get gritty without damaging the trail. You'd be amazed at the wildlife I see when I head out."

Lisa Taylor
Taos, New Mexico

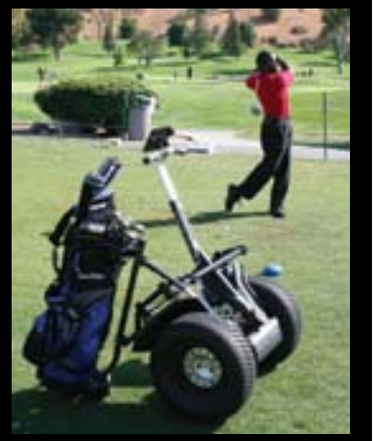
Segway in the Wild

While the Segway x2 is rugged enough for military units who use it to carry heavy gear into demanding environments, it's great for recreational use as well, allowing you to enjoy the outdoors with friends who accompany you on foot. It's so quiet that you can carry on a conversation as you take to the trail.

"I hike. I bike. And I love off-road adventures. My x2 is the best of all three." So says Mike Lund as he loads his x2 onto the Segway Hauler mounted on the back of his SUV for another weekend in the wild.

"No matter what sort of terrain I encounter — trails, fire roads, fields, woods, whatever — my x2 can take it. Hills are no problem. It loves getting muddy. And the knobby tires power through gravel and sand."

The sociability factor is making the Segway x2 a familiar sight on many golf courses as well. Instead of breaking up a foursome into two golf carts, the x2 Golf allows four players to travel the length of a course side by side, and enjoy a ride that's almost as much fun as the game itself.



SEGWAY LIFESTYLE BROCHURE

Segway was founded on a vision of eco-friendly, short-distance transportation alternatives. Our mission is simple: to give our customers a green, personal transportation experience that transforms the way people work, play, and live. We promise all Segway owners ease and efficiency, and they in turn integrate environmental consciousness into their daily routines. Together, we make a world of difference.

Environmental renewal. Urban revival.

Keeping it Green.

The electric Segway PT is already eco-friendly. Segway Inc.'s Renewable Energy Credit (REC) Program—with your help—encourages the use and development of clean energy. For every participating Segway PT owner, Segway purchases enough RECs for a year's worth of use—about 200 kilowatt hours. This way, Segway helps mitigate the negative environmental effects of charging a Segway PT.

With all the Renewable Energy Credits (RECs) that Segway purchases, it compels utility companies to use power generated by cleaner, renewable sources like wind, water, or geothermal. Every kilowatt hour of electricity obtained from renewable sources is one less kilowatt hour generated by CO_2-producing fuel—so the more RECs Segway purchases, the more we help to reduce our dependence on fossil fuels.

Segway PT as compared to the average American car.

When used for a regular commute[1], a Segway PT is 11 times more energy-efficient than the average American car[2]. Consider these differences in operating cost and carbon footprint:

Segway PT	The average car
CO_2 Output/year	CO_2 Output/year
Electricity Cost/year	Gasoline Cost/year

Enjoy a stress-free commute and be free from public transportation schedules. Utilize a singular door-to-door transportation solution.

Don't forget about the hassles of parking, frustration with congestion, and significant maintenance costs associated with automobile ownership.

Read a white paper on "The role of the Segway PT in Emissions Reduction and Energy Efficiency" at **www.segway.com/efficiency**

[1] Estimates based on average commute of 10 miles per day, 2,500 miles annually.
[2] Assumes realization of average efficiency. When car is first started and driven only for short distances, actual efficiency is typically poorer.

Learn more and sign up today at
www.segway.com/keepitgreen

More than a way of moving, Segway is a way of life. When you bring the ease, simplicity and freedom of a Segway PT into your routine, you're joining thousands of other people whose lives have changed for the better. It's about common values—Segway PT owners share a vision of personal mobility in harmony with the environment and the fast-pace of city living. Wherever you go, the Segway lifestyle gives you the momentum to keep moving forward and making progress.

Life. Style. Segway.

Connect with Owners Around the World

Segway Social is a new networking website that is the perfect complement to the Segway mode of living. Read news, share photos and stories, tag places, map out your favorite glides, and learn about new ways to enjoy your Segway PT. With so many enthusiasts there's one thing for sure: Segway opens up a world of possibilities.

Join in the Segway love at http://social.segway.com

Avoid submerging your Segway PT in water or getting the charge port wet. Also avoid slippery surfaces. Experienced rider shown. See User Materials for more information.

SEGWAY®

Simply moving

To learn more about Segway PT products and packages click here.

To learn more about outfitting your Segway PT with Accessories click here.

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