



**Segway Inc.  
International Distributor Application**

Applicant Overview

The undersigned applicant (“Applicant”) submits this Application to Segway Inc (All non-public information about Applicant provided on this Application shall be held in confidence by Segway Inc.)

1. Full legal name of Applicant: \_\_\_\_\_
2. Date incorporated or otherwise organized: \_\_\_\_\_
3. Place of incorporation or organization: \_\_\_\_\_
4. Applicant’s office address: \_\_\_\_\_
5. Applicant’s telephone number: \_\_\_\_\_
6. Applicant’s website: \_\_\_\_\_
7. Trade names under which Applicant does business: \_\_\_\_\_

8. Name(s) and address(es) of owner(s) and officers of Applicant:

Name and Address of Owner or Officer	Percentage Owned	Office Held

9. Applicant’s current business:

Address at which business conducted	Products sold (including brand, and whether manufactured-authorized dealer)	Market share (percentage)	Does Applicant provide warranty service for these products?	Number of full time employees	Years during which Applicant has sold these products at this location

10. Optional) Applicant’s gross revenue from sales/distribution of products in Applicant’s most recently completed fiscal year: \_\_\_\_\_ (specify currency).

11. Locations at which Applicant proposes to sell Segway products:

12. Names of Applicant’s officer(s) to be responsible for Segway sales:

13. Credit References. Applicant shall contact these credit references and authorize them to reveal information to Segway Inc about Applicant’s credit history with the reference:

Creditor Name	Creditor Address	Contact Name and Telephone

14. Complete this table by marking “No” or “Yes” for each question and provide details for all “Yes” answers:

Question	No	Yes	If “Yes”, provide details
Has Applicant ever filed (or had filed against it) any petition in bankruptcy or other insolvency proceeding?			
Is Applicant subject to any claim in any pending litigation?			
Is Applicant subject to any outstanding judgments?			
Has Applicant (or its property) ever been subject to any tax lien?			
Has Applicant ever been terminated (by the manufacturer or distributor) as a dealer of any product?			
Are any claims pending or threatened against Applicant in which any governmental authority alleges breach of any law or regulation?			
Has Applicant ever been convicted of any violation of any law or regulation?			

15. Attach to this Application a detailed plan describing Applicant's plan for marketing, selling, and servicing the Segway HT, and describing all Applicant's and Applicant's officers relevant business experience. Refer to sample below.
16. Attach to this Application Applicant's financial statements for the most recently completed fiscal year, including Balance Sheet and Statement of Operations.
17. Attach to this Application a current credit report on Applicant prepared by an internationally recognized credit-reporting agency.

Applicant agrees as follows:

1. This Application is submitted for review by Segway Inc, its officers, employees, and agents.
2. The information provided above is accurate.
3. Segway Inc may, in reviewing this Application, investigate and evaluate the credit worthiness, general reputation, character, background and experience of Applicant. Applicant expressly requests and authorizes any individual, partnership, corporation or other entity to provide Segway Inc and its employees and agents (including independent investigative agents) with any and all information that may be requested of them in connection with the review of this Application.
4. This Application does not bind Applicant to accept, nor does it bind Segway Inc in any way to offer, a Segway Inc Distributor Agreement to Applicant. Any investments, expenditures, agreements, and other acts or omissions made by Applicant in anticipation of such a Distributor Agreement or in reliance upon this application are made at Applicant's sole risk and responsibility and do not obligate Segway Inc or any of its employees or agents in any way.
5. The execution of a written Distributor Agreement between Segway Inc and Applicant is the only manner by which Applicant may be appointed a distributor of Segway products. Applicant acknowledges that no representations or statements have been made to Applicant by Segway Inc, or on Segway Inc's behalf, that would in any way tend to change or modify any terms of this Application or of any Distributor Agreement that may be executed. Applicant is not relying upon any such representations or statements in submitting this Applicant.
6. Segway Inc has made no representations, assurances, or guarantees to Applicant as to the profitability or success of any distributorship. The profitability or success of any distributorship depends on market conditions and economic factors that are beyond Applicant's and Segway Inc's control. Applicant's investment in any distributorship is made solely at Applicant's risk.
7. Any material misrepresentation or omission, intentional or unintentional, in the information supplied by Applicant to Segway Inc shall constitute grounds for Segway Inc to immediately terminate any Distributor Agreement that may be entered into by Segway Inc with Applicant.
8. Applicant shall not make any statement to any governmental organization, to any media, or any other public statement about this Application or otherwise relating to Segway Inc or Segway Inc's products unless Segway Inc gives prior written consent.

9. This Application is submitted to Segway Inc at Bedford, NH, USA, and is governed by the laws of the State of New Hampshire, USA.

Date completed by Applicant: \_\_\_\_\_, 200\_\_.

Attachments:

\_\_\_ Detailed plan describing Applicant’s plan for marketing, selling, and servicing the Segway HT.

\_\_\_ Applicant’s financial statements for the most recently completed fiscal year, including Balance Sheet and Statement of Operations

\_\_\_ A current credit report on Applicant prepared by an internationally recognized credit-reporting agency.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name of Person Signing

\_\_\_\_\_  
Title

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# 2006 MARKETING PLAN

OF

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*INSERT COMPANY NAME*

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## EXECUTIVE SUMMARY

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Provide a Brief Overview of the Plan (Ambitions, Goals, Major Plan Components)

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## QUESTION

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Should your organization not be selected as distributor, would you be interested in becoming a dealer for a particular market segment or region?

**YES**       **NO**

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## SITUATION ANALYSIS

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Provide and Overview of the Strength of your Geographic Location or other major relevant component of your situation.

## **MARKET SUMMARY**

Briefly Explain why you are located in a great market.

## **KEYS TO SUCCESS**

To succeed in this business we must:

## **MARKETING OBJECTIVES**

List the major objectives of your strategy. How will you accomplish your strategy?

Describe your sales and marketing organization and how it might change over the coming year.

What elements are beyond your control and how will you plan to change course if needed:

## **TARGET MARKETS**

For your dealership, who are the major target customers? Are there also minor groups worth going after?

## **STRATEGY**

Outline your strategy for positioning your dealership in the minds of your prospective customers. How will you reach your target market and begin to set your brand in their minds?

## **PROJECTIONS**

Distributor's Purchase and Resale Commitment Amounts (number of Segway HT units)

Time Periods	Number of Segway HT Units
Upon Confirmation of Distributorship	
Balance of 2006	
2007	
2008	

Notes: