

Segway Inc. Company Milestones

July 27, 1999 – Renowned inventor Dean Kamen founded a new company with the vision to develop highly-efficient, zero-emission transportation solutions using “dynamic stabilization” technology. The Company’s research and development was focused on creating devices that took up a minimal amount of space, were extremely maneuverable and could operate on pedestrian sidewalks and pathways.

February 2001 – The Company broke ground for its manufacturing plant in Bedford, New Hampshire.

November 2001 – Construction of the Segway manufacturing and assembly plant was completed.

December 1, 2001 – The Company adopted the name Segway LLC.

December 3, 2001 – Segway unveiled the Segway® Personal Transporter (PT), the first self-balancing transportation device, to the public for the first time.

January 2002 – The first pre-production Segway PTs were manufactured.

February 15, 2002 – The first state bill allowing Electric Personal Assistive Mobility Devices (EPAMDs) to operate on sidewalks is signed into law in the Company’s home state of New Hampshire. Within the year, a total of 31 states passed laws allowing the Segway PT to operate on sidewalks.

March 21, 2002 – The first production model of the Segway PT (serial number 022111000001) and a commemorative birth certificate were presented to Dean Kamen, chairman and founder of Segway.

March 29, 2002 – Segway auctioned three limited edition Segway PTs on Amazon.com to benefit FIRST (For Inspiration and Recognition of Science and Technology), a non-profit organization founded by Dean Kamen. The auction generated a combined total of \$364,800.00 for FIRST and drew more than 500 bids from across the country. Segway PT #1 sold for \$160,100, Segway #2 for \$104,100, and Segway #3 for \$100,600.

April 23, 2002 – The city of Atlanta embraced the Segway PT and deployed a fleet of units to be used by the Central Atlanta Progress Ambassador Force, the Atlanta Regional Commission, Georgia Power and the Atlanta Police Department. All are still utilizing their Segway PTs in day-to-day operations.

August 28, 2002 – Segway PT enthusiasts launched www.segwaychat.com to create a community of Segway HT enthusiasts and soon-to-be owners who would “educate the public, share information, stories, and photos about the ownership experience, and promote safe and responsible gliding”. Within one year more than 1,400 people joined the forum.

November 8, 2002 - *Popular Science Magazine* awarded the Segway PT with a 2002 Best of What’s New Award in the general technology category. *Popular Science* reviews thousands of new products and innovations each year to honor the world’s most outstanding breakthroughs. The Segway PT was among only 100 winners.

November 18, 2002 - Segway Personal Transporters went on sale to the public for the first time on Amazon.com.

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February 2003 - Defense Advanced Research Projects Agency (DARPA) contracted with Segway to convert fifteen Segway PTs into Segway Robotic Mobility Platforms (RMPs). Segway developed the platform to serve as a reliable, cost-effective tool for research institutions and delivered the units to DARPA in April. In June 2003 DARPA worked with SPAWAR Systems Center, San Diego to distribute the units to 14 government and university research institutions to use in robotic research projects.

August 29, 2003 – Two hundred Segway PT owners and enthusiasts gathered in Chicago, Ill. for the first Segwayfest, an event created, organized and implemented by Segway PT owners to celebrate the Segway PT ownership experience. Enthusiasts from all over the world have attended Segwayfests held in Bonita Springs, Fla. (2004); Sacramento, Calif., Washington D.C., and at Segway headquarters in Bedford, N.H. (2005); and in Long Beach, Calif. (2006)

March 22, 2004 – The Company announced its 2004 U.S. dealer expansion program to recruit qualified dealers to distribute, market and sell the company's line of Segway PTs, accessories and associated services. As of August 2006, more than 100 Authorized Segway Dealerships exist in the U.S.

October 2004 – The U.S. Department of Transportation/Federal Highway Administration released a study entitled "Characteristics of Emerging Road Users & Their Safety". It was undertaken to clarify the operational characteristics of both motorized and non-motorized transportation users. The Segway PT was found to have the second shortest braking distance, highest eye heights, one of the smallest footprints, and quickest perception-reaction time. The Segway PT met or exceeded all recommendations made by the American Association of State Highway & Transportation Officials (AASHTO) Guide to the Development of Bicycle Facilities.

October 2004 – Segway begins expansion of its international distribution network by signing on Segway Authorized Distributors.

November 29, 2004 – *TIME* Magazine features Segway's four-wheeled prototype which can operate either statically balanced or balanced on its rear wheels as one of the "Best Inventions of 2004" in its Nov. 29th issue.

December 3, 2004 – The City of Lille, France and Keolis Group, a private transportation company in France, opened the first "Oxygen Network". The Oxygen Network is made up of an Oxygen Station[®] and an Oxygen Boutique that rent zero-emission transportation devices like Segway PTs and electric bikes to the public. People can rent devices at a train station and drop if off at another station or kiosk for a cost based on the time used. This was the first implementation of the Segway PT as a last-mile solution in a public transportation system consisting of buses, trains and automobiles.

March 1, 2005 – Segway announced the Segway Cross-Terrain Transporter (XT) and Segway Golf Transporter (GT), as well as a refresh of the flagship i Series model. Each new product is equipped with extended-range Saphion[®] Lithium-ion batteries. The Segway XT features all-terrain tires, a robust fender design, and specially tuned software for riding over varied terrain. The Segway GT enables a golfer to play up to 36 holes and features a golf bag carrier and enhanced traction tires.

September 2005 - Segway LLC incorporates and transforms from a limited liability corporation into Segway Inc.

October 7, 2005 – Segway announced plans to license its Segway[®] Smart Motion™ technology to third-party companies and in some cases co-develop products with other manufacturers using the technology.

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November 16, 2005 - U.S President George W. Bush presents a Segway PT to Japanese Prime Minister Junichiro Koizumi.

December 12, 2005 – In a ceremony held at *Epcot*[®] at *Walt Disney World*[®] Resort, the ten thousandth participant in the “Around the World at *Epcot*[®]” tour was honored with a Segway PT from Segway Inc. “Around the World at *Epcot*[®]” is a two-hour guided tour that allows guests to operate a Segway PT throughout World Showcase before the area opens for other park guests.

February 7, 2006 - Segway Inc. becomes an Official Licensee for the Turin 2006 20th Winter Olympics. As part of a joint venture with HT Italia, 20 Segway PT "Special Edition" models were produced and used by members of the Torino Organizing Committee for the XX Olympic Winter Games (TOROC). Members of TOROC operations staff were issued a Segway PT SE model to use around the three Olympic Villages in Turin, Sestriere and Bardonecchia.

February 9, 2006 – Researchers at Universities of Arkansas and Tennessee announce the results of a study comparing the impact of a Segway Golf Transporter (GT) and a golf cart on golf course turf. The conclusion of the 30-day study showed that the Segway GT is gentler on the turf than a golf cart and using the Segway GT helps to maintain better turf coverage, color and quality than a golf cart, while minimizing soil compaction.

March 2006 – A three-month study, “*Segway in Public Spaces*”, was completed by the German Federal Board for Road Traffic. Braking, steering and general handling of the Segway PT were found to be very favorable. The study also reports that Segway PTs are best suited for bicycle lanes and pedestrian traffic areas.

April 2006 – The Centre for Electric Vehicle Experimentation in Quebec (CEVEQ) completed a two-phase study that examined the use of the Segway PT and motorized personal transportation devices (MPTD) in pedestrian environments. After two years of evaluation, CEVEQ recommended that Segway PTs should be allowed on urban pedestrian areas and that such use would have little impact on user safety and still less on the safety of pedestrians, cyclists, motorists and other walkway users.

May 30, 2006 – Segway announced that the City of Chicago released a five-year contract to purchase Segway PTs and associated accessories, replacement parts and service. This contract, which was awarded to Segway Experience of Chicago LLC, is the largest municipal contract in the history of Segway. The Chicago contract will allow the city to acquire up to 100 additional Segway PTs for use by a number of city departments, including Police, Fire, Airport Operations and Emergency Management. The city already owned more than 50 units.

June 12, 2006 – University of California, Berkeley’s Institute of Transportation Studies and the California Department of Transportation (Caltrans) implement a unique new alternative transportation program called EasyConnect. The program offers commuters who ride the BART or ride-share to the Pleasant Hill Bay Area Rapid Transit (BART) station the opportunity to utilize one of ten Segway PTs free-of-charge for the last few miles of their commute to the office. This is the first time Segway PTs will be used in an inter-modal public transit system in the U.S.

August 2006 – Segway’s international channel network grows to 150 retail points outside of the U.S.

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August 14, 2006 – Segway takes self-balancing technology to the next level with the introduction of the second generation Segway PT. The new Segway product line includes the versatile Segway i2 and a cross-terrain model called the Segway x2, as well as six product packages tailored to specific commercial, police and consumer market segments and riding environments. All the products feature breakthrough LeanSteer™ technology and a wireless InfoKey™ controller that enhance the Segway experience by making the ride even more intuitive and adding new and useful functions.

August 14, 2006 - Segway launches a new marketing campaign to introduce the second generation Segway PT. The company's new tagline, "Simply Moving", and supporting communications focus on Segway's innovative technology and the many practical ways consumers and commercial customers are incorporating Segway PTs into their everyday routines.

October 20, 2006 - SGI Japan, Ltd. and Segway Inc. announce the appointment of SGI Japan as a Segway Authorized Distributor in Japan. In its role as a Segway Authorized Distributor, SGI Japan will create Segway sales locations in Japan, offer service for Segway products, and work with regulators to determine where and when Segway PTs can be used.

January 29, 2007- Segway PTs were used for the first time at a Super Bowl, the largest annual sports event in the U.S., by the Miami-Dade Police Department. Officers patrolled Dolphin Stadium and its surrounding neighborhoods on Segway PTs during Super Bowl XLI and throughout the week preceding the event.

April 18, 2007- Segway releases the *The Role of the Segway® Personal Transporter (PT) in Emissions Reduction and Energy Efficiency*, an analysis comparing the environmental impacts, both in emissions created and energy consumed, of the Segway PT with a variety of other traditional vehicles like cars, sports utility vehicles, motorcycles and scooters. The report concludes that the Segway PT is the most energy-efficient alternative to short-distance, single-occupancy car rides.

April 18, 2007- Segway begins its Renewable Energy Credits program wherein the company will purchase renewable energy credits to offset the electricity used by Segway PTs for all participating customers who purchases a Segway PT in 2007.

May 16, 2007- New York City Police Department purchases 10 Segway i2 Police units for use in Central Park, Coney Island and other city parks and beaches.

May 24, 2007- Segway launches its unique SegwayAuthorized Tour program, allowing tour operators to distinguish themselves by featuring small guide-to-glider ratios and an introductory training session conducted by guides with the latest Segway product information and instruction.

May 2007- Segway Inc. more than doubles its police and security customers in just one year. Worldwide, more than 400 police and security agencies employ Segway PTs, up from 150 a year ago.

August 2007 – Segway's international channel expands to include 250 retail points outside of North America with a presence in 80 countries.

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