

## Segway Inc. Company Milestones

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

**February 2001** – The Company broke ground on its manufacturing plant and headquarters in Bedford, New Hampshire, USA. Construction was completed in November 2001.

**December 3, 2001** – The Company adopted and trademarked the name Segway®, from the word segue, which means “to transition smoothly from one state to another”.

**December 2001** – The Segway Personal Transporter (PT), the world’s first electric, two-wheeled, self-balancing transportation device was unveiled on *Good Morning America*.

**January 2002** – The first pre-production Segway PTs are 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 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 for FIRST with bids made from across the country. Segway PT #1 sold for \$160,100, Segway PT #2 for \$104,100 and Segway PT #3 for \$100,600.

**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 products. The Segway PT was among only 100 winners.

**November 18, 2002** - Segway PTs went on sale to the public for the first time on Amazon.com. The Company hosted an Early Delivery Essay Contest and 30 lucky entrants won Segway PTs, a tour of Segway headquarters, the opportunity to see PTs being built and dinner with Dean Kamen.

**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 2003.

**October 2004** – The U.S. Department of Transportation/Federal Highway Administration released a study entitled “Characteristics of Emerging Road and Trail Users and 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 the quickest perception-reaction time.

**November 29, 2004** – *TIME* Magazine features Segway’s concept 4-wheel ATV prototype as one of the “Best Inventions of 2004” in its November issue. This prototype served to showcase Segway’s cutting-edge technology and world-class engineering.



**March 1, 2005** – Segway announced its first Segway Cross-Terrain Transporter (XT) and Segway Golf Transporter (GT). Each product is equipped with extended-range lithium-ion batteries. The Segway XT features all-terrain tires, a robust fender design and specially tuned software for riding over varied terrain.

**December 12, 2005** – In a ceremony held at Walt Disney World® Resort's Epcot®, the ten thousandth participant in the "Around the World at Epcot" tour was awarded a Segway PT from Segway. "Around the World at Epcot" is a two-hour guided Segway PT Tour that travels throughout the World Showcase before it opens to other park guests.

**February 7, 2006** – Segway becomes an Official Licensee for the Turin 2006 Winter Olympics. As part of a joint venture with HT Italia, 20 Segway PT "Special Edition" models were produced and used by the event's organizing committee to travel around the three Olympic Villages in Turin, Bardonecchia and Sestriere.

**March 2006** – A three-month study, "Segway in Public Spaces", was completed by the German Federal Board for Road Traffic. The Segway PT's braking, steering and general handling was found to be very favorable. The report also advised that Segway PTs are best suited for bicycle lanes and pedestrian traffic areas.

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

**August 2006** – Segway launches the tagline, "Simply Moving", along with a comprehensive marketing campaign that supports the Company's innovative technology and conveys the many ways consumers and commercial customers can incorporate Segway PTs into their everyday lives.

**September 10, 2007** – At the International Motor Show (IAA), Segway and General Motors Europe (GME) announce a design collaboration resulting in the Opel Flextreame concept car, which features integrated Segway PT storage.

**August 4, 2008** – The Beijing 2008 Summer Olympics deploys more than 100 Segway PTs to be used by its delegates. The PT was selected in part because it is a zero emissions transportation device and an environmentally friendly solution. The PTs were used by event and airport security, arena logistics personnel and the highly visible Olympic Ambassadors.

**April 7, 2009** – Segway announces the Project P.U.M.A. prototype as part of a collaboration with General Motors (GM). The prototype leverages existing dynamic stabilization technology and electric propulsion to address growing urban congestion and pollution issues. The prototype is debuted on *The Today Show*, with host Meredith Vieira taking a test ride.

**May 2009** – After incorporating the specific input of experienced law enforcement and security professionals, Segway introduces two new Patroller models that provide public safety personnel with features that ensure greater visibility and improve community policing and security programs.



**November 2009** – Segway renews its focus on developing Robotic Mobility Platforms (RMPs) after successfully completing project work for Defense Advanced Research Projects Agency. The Company launches a new product line and quickly becomes a market leader in the unmanned ground robotics industry.

**December 24, 2009** – Segway is acquired by James ‘Jimi’ Heselden, a prominent British entrepreneur. The Company continues to be privately held.

**March 24, 2010** – Segway introduces the EN-V Project at Expo 2010 in Shanghai, China. Segway collaborated with General Motors/SAIC on this concept, which sets a vision for transportation in 2030. The EN-V prototype is a fully-functional, two-person vehicle which features advanced dynamics, connectivity and sensory capabilities and combats urban congestion while being environmentally-friendly and fun!

**June 2010** – Segway Inc. opens Segway du Canada, which establishes 11 retail and experience locations across the country and continues to grow.

**March 2011** – Segway expands its business model and creates the “Segway Experience Center Program”. The new program provides tour locations the flexibility to be an authorized tour operator, with the option to sell PTs.

**March 2011** – Segway works with Gunstock Mountain Resort in Gilford, New Hampshire to pilot the Segway x2 Experience Center Program on its property as it focused on transforming into a year round outdoor entertainment and adventure venue. Segway PT tours, along with lift rides, tree top and zip line excursions, are now part of Gunstock’s summer operations. Based on the success of the pilot program, Segway begins targeting ski resorts to add PT tours to their summer operations.

**March 2011** – “Patrolling Across America” kicks off. The goal of the tour was to visit police departments, showcase the Segway Patroller’s features and allow officers to test ride the models in their community. The 9 month tour logged 36,000 miles, visited more than 120 new police departments in 39 states and earned significant local and national media coverage.

**May 2011** – Segway teams up with Patriot Place®, the home of the New England Patriots in Foxboro, MA, to open a new tour location, Segway Experience at Patriot Place. The location soon adds an exclusive tour of Gillette® Stadium, one of the country’s best known stadiums.

**May 2011** – Segway is the official title sponsor of MotoCzysz Racing to promote electric motorsports and personal transportation. The motorcycle racing team had a very successful year. They earned first and second place in the Isle of Man TT (Tourist Trophy) Zero Race, second place in the FIM e-Power/TTXGP International Championship Race and first place at the USBA/TTXGP Event.

**December 2011** – Ten years after making its debut on *Good Morning America*, the Segway PT celebrates 10 years of “Simply Moving”.

**January 2012** – Segway boasts a worldwide network of more than 250 distributors, dealers and experience centers in 80 countries across the globe, offering product, service and unique touring experiences. The international network includes 3 dedicated and strategically located service center hubs in the US, Germany and Singapore.

**March 2012** – Segway and The Peabody Memphis Hotel, a legendary Southern property, launch Segway Experience of Memphis. Riders tour the home of the blues and birth place of rock n’ roll on a Segway PT.



**May 2012** – Manu Systems AG<sup>®</sup>, located in Regensburg Germany, becomes a European reseller of Segway's Robotics Mobility Platforms (RMPs). Manu Systems AG is well known as one of the region's leading value-added resellers of robotic hand systems, humanoid robots and other robotics mobility systems.

**June 2012** – In conjunction with the Smithsonian Institution, the world's largest museum and research complex, Segway launches Smithsonian Tours by Segway. This is the only PT tour that departs from the National Mall at the National Museum of American History.

**June 2012** – Team Segway Racing MotoCzysz made history at the Isle of Man SES TT (Tourist Trophy) Race. The team was the first to ever exceed a 100mph lap, logging a speed in excess of 104mph. The achievement was hailed as one of the greatest in the event's 105 year history.

**September 2012** – After piloting a Segway PT Tour program at ski resorts in the Northeast United States, Segway launches the "A New Way to Play on Your Property" campaign to grow the program. PT Tours are now featured at 14 ski resorts in the U.S. as part of summer operation activities (10 additional resorts plan to launch tours in 2013) and their international presence is growing just as rapidly. Adventure resorts see the clear advantages of: 1.) Adding a new revenue stream 2.) Earning new and repeat customers with a fresh experience 3.) Leveraging existing infrastructure and staff to quickly introduce this new tour activity and 4.) Improving staff visibility and productivity.

**October 2012** – Segway enters into an agreement with BCM Solutions, Inc., the motorsports industry's largest security provider, to loan Segway Patrollers to their staff and "Team Up for Security" during the 2013 and 2014 race seasons. This pairing will provide the Segway Patroller valuable exposure as a useful security solution and enhance Segway's overall knowledge of the large entertainment security venue market.

**October 2012** – Segway launches ARTI, its latest Robotics Mobility Platform (RMP) prototype. Its name (an abbreviation of the word 'articulate') was derived from the platform's articulated steering method. ARTI is based on the same core propulsion and interface hardware that is standard in the rest of the RMP line, but was further developed by Segway's engineers to become a functional prototype with exceptional capabilities.

