

# TRAVELERS EMBRACE GROWING TOURISM TREND

## – Segway® PT GUIDED TOURS

### Segway Introduces SegwayAuthorized Tours Setting Standard for Unique and Fun Experience

BEDFORD, N.H. May 24, 2007 –The demand for adventure travel is growing as Boomers in the U.S. spend more money on leisure travel and seek new experiences to enjoy when traveling. More and more, people of all ages are turning to guided tours using Segway® Personal Transporters (PTs) to quench their thirst for adventure and seek new ways to tour cities and sites around the world. Last year, Segway PT guided tour offerings increased 53 percent and to date more than 170 tours are in operation worldwide. According to research, escorted or guided tours are the second most popular adventure activities for people 40 to 60 years old, also known as “Boomers .”

In support of these growing trends, Segway of the Hudson Valley today introduced its Tour program designed to help travelers find guided tours that consistently deliver a safe and memorable experience.

Tour operators consistently receive positive feedback from travelers who participate in a SegwayAuthorized Tour. One such traveler, Joan Walters of Queensland Australia, commented, “I am in my mid-60s and this is the most fun I’ve had on a tour ever. Sure beats sitting in a bus.” Jeffrey Astrachan from New York echoed the sentiment, saying, “This was the first time on a Segway PT for my wife and myself and it was an absolutely amazing experience! We both learned how to use the Segway PT within two minutes and felt comfortable within five. Next time we’re in DC (or anyplace with a Segway PT tour), we are definitely signing up again.”

On a Segway PT guided tour, travelers become part of their surroundings rather than observers from the window of a tour bus. Moreover, tourists can cover more ground than on foot without fatigue and move about free from the hassles of traffic and parking associated with driving. Because the platform of the Segway PT is eight inches off the ground, better views are also part of the experience. Lastly, taking a Segway Authorized Tour allows travelers to learn a new skill - riding the most technologically advanced transportation device available today!

Local communities also benefit from this unique way of touring because the Segway PT is environmentally friendly, emits no pollution and virtually no noise – a distinct advantage as cities work to preserve and protect their landmarks from the detrimental effects of urban congestion and air and noise pollution.

The Segway PT is easy to use, intuitive and fun, making it an excellent means of transportation for adventure seekers. The newest models, the Segway i2 and x2, feature breakthrough LeanSteer™ technology that allows riders to control all aspects of movement by the direction they move their body. Lean right to go right, lean left to go left – the Segway PT responds as the rider naturally leans in the direction he or she wants to travel.

A Segway of the Hudson Valley Authorized Tour offers a truly unique experience for local residents and tourists alike. Each tour begins with a training session conducted by leaders equipped with the latest Segway product information and instruction. Tour leaders work with each rider to teach him or her how to safely and courteously ride the Segway PT - providing fun instruction that is as much a part of the Segway experience as the tour itself. All SegwayAuthorized Tour operators follow pedestrian-friendly riding guidelines to provide a safe and memorable experience for everyone. Depending on the location, Segway of the Hudson Valley Tours offer a variety of sightseeing options, including visits to historic monuments, galleries, cultural sites, museums, parks and scenic waterfronts.

#### About Segway

Segway Inc. develops intelligent motion control technology known as Segway® Smart Motion™ that is embedded in the light electric transportation devices it manufactures, such as the well-known Segway® Personal Transporter (PT). Segway Smart Motion provides intelligent motion control that enables a device to monitor its environment, control its motion and make decisions about how it should move.

Segway markets a full line of zero-emissions Segway PTs for sidewalk and cross-terrain use that deliver impressive energy efficiency – equivalent to 450 miles per gallon/191 kilometers per liter of fuel. The company’s line of Segway Robotic Mobility Platforms (RMPs) offers reliable, durable mobility solutions for robotic applications.