

## 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. Construction was completed in November 2001.

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

**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 \$364,800.00 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.

**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. The Company hosted an Early Delivery Essay Contest and 30 lucky winners received their Segway PTs before the holiday gift-giving season, a tour of Segway headquarters and dinner with Dean Kamen.

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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.

**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.



**November 29, 2004** – *TIME* Magazine features Concept Centaur as one of the “Best Inventions of 2004” in its Nov. 29<sup>th</sup> issue.

**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<sup>®</sup> 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.

**December 12, 2005** – In a ceremony held at *Epcot*<sup>®</sup> at *Walt Disney World*<sup>®</sup> Resort, the ten thousandth participant in the “Around the World at *Epcot*<sup>®</sup>” tour was honored with a Segway PT from Segway Inc. “Around the World at *Epcot*<sup>®</sup>” 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.

**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<sup>™</sup> technology and a wireless InfoKey<sup>™</sup> 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 today 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.

**May, 2007** – Growing global interest spurs Segway’s worldwide distribution presence to more than 250 retail points in 60 countries.

**September 10, 2007** – On the eve of the International Motor Show (IAA), Segway Inc. and General Motors Europe (GME) announce a design collaboration resulting in a comprehensive solution for eco-friendly mobility – the Opel Flextreame concept car with integrated Segway PTs. [image]

**April 15, 2008** – Segway launches [Segway Social](#), an online social networking site for Segway PT owners and enthusiasts. Owners can connect with others nearby, map glides and tag places, and upload photos of their experiences, celebrating the Segway lifestyle.

**May 1, 2008** – Segway introduces a new Segway PT i2 model color! We call it [Metallic Sage](#), a unique stylish finish with dynamic appeal that grabs the changing light as you move. The new color complements the existing anodized black and gloss white color options.

**September 20, 2008** – Segway sponsors [Bicycle For A Day](#) at the South Street Seaport in NYC. It’s the first-of-its-kind alternative transportation event that encourages people to leave their gas-powered motor vehicles at home and use alternate forms of transportation on that day, including biking, walking, skating and electric personal transportation.

**October, 2008** – Over 1,000 police and security agencies are using Segway PTs in their patrolling operations.

**March, 2009** – [Segway Social](#) users log more than 1 million miles on their Segway PTs.



**April 7, 2009**

Segway announces the [Project P.U.M.A. prototype](#) as part of an ongoing collaboration with General Motors (GM). The prototype leverages existing dynamic stabilization technology and electric propulsion to address growing urban congestion and pollution issues.

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