



SEGWAY

Market

After eight years since presenting the first model, the SEGWAY PT is today a business tool that allows users to have greater mobility and better efficiency in daily operations. As a result of that, the SEGWAY PT has found its greatest deployment within the segment of institutions, especially police and security companies. Other users include airports, hotel resorts, warehouse facilities, exhibition facilities and fairs, tourist camps, express delivery companies, marinas and golf courses.

The SEGWAY PT is the first self-balancing personal transporter in the world that offers a possible solution to urban overcrowding of vehicles and the problem caused by pollution emissions of conventional vehicles. The main value to the customers is evident in the double-digit productivity gain. It helps employees to be faster, enabling them to cover more ground in less time. It increases their carrying capacity, reducing the strain of repetitive tasks and the costs of work related injuries. Because of the way the SEGWAY PT operates, they retain the agility needed to manoeuvre in tight spaces. And it enables companies to forego the use of gasoline-powered vehicles, as well as the operational and maintenance costs that go along with them.

The SEGWAY PT is a small, swift, agile and technologically superior product that meets the strictest and the highest environmental standards. The expansion from the American market to the global market, which occurred a few years ago, made it a leader in the production segment, which will in the near future affect the habits of people and their perception of personal urban transport. The increase of productivity, the reduction of costs and the energy efficiency enhancement have become indisputable facts that increase the number of our business users every day, regardless of the device used as an operational tool (police, airports, warehouses...) or a revenue tool (the tourism sector, marinas, golf courses) in their daily operations. With the increasing availability of devices in more than 70 countries, the intensive dissemination of databases of private users is expected.

Achievements

Launched in 2002, the SEGWAY PT is still considered to be the most innovative transportation device of the new millennium. The reason is the application of advanced technology of self-balancing that has never been available before in this way on the commercial market. A team of experts had the task, during the six years of research and development, to create a machine that is designed for urban transport for one person out of the roadway and without any impact on the environment. In addition, it had to have dimensions of pedestrians and a managing system of self-balancing without the usual commands, such as accelerators and brakes.

Riding the SEGWAY PT is an incomparable experience and its impressive performances are the proof of that. The SEGWAY PT overcomes all cities' up-hills and down-hills, it is very swift, has zero emissions, is almost silent and it accelerates nearly instantly. It



develops a maximum speed of 20km/h and can drive 39 kilometres on a single battery charge. It weighs just 50kg and the driver has no control commands. The acceleration, braking and turning is done only by the movements of the driver's body.

What seems to be a miracle of technology and a special field of mechanics called mechatronics, is that the SEGWAY PT has two parallel wheels and remains upright. How? The answer is the Dynamic Stabilization™,

sophisticated self-balancing technology based on gyroscopes and accelerometers. The moment a person stands on the SEGWAY PT, a complex network of sensors, mechanical assemblies, registration and control system begins to measure the change of terrain and position of the body as much as 100 times per second. A surprising fact related to the SEGWAY PT is its ability to maintain its balance itself, which is also the secret of its functioning. To help understanding the principles of this system, we will show it on the principle of the human body - the model used in the design of the machine:

- the brain = CPU
- the middle ear / center of balance = gyroscopes
- the muscles = motors
- feet = wheels



History

One day Dean Kamen saw a young man in a wheelchair struggling to get over a curb. He thought about it, and realized that the problem was not the ineffective wheelchair, it was that the world was built for people who could balance. So he and his team created the independence Mobility System, iBOT™, a self-balancing mobility device that enables users to climb stairs and negotiate sand, rocks, and curbs. But restoring balance also accomplished something even more dramatic - it elevated them on two wheels, so they could see the world at eye level. If balancing technology could provide such benefits to people who could not walk, what could it do for people with full mobility? For people with full mobility, using a balance machine had far-reaching possibilities. The typically industrial design was an afterthought. However, they brought the team in early because the design of the SEGWAY PT is integral to the way it functions. Sophisticated computer programming was added, the electronics and drive systems evolved, and Dean chose the right partners - not just investors with money, but people willing to invest in his vision.

Then the SEGWAY PT took on a life of its own. A new company was established and key outside suppliers, who would play an integral role throughout the development process, were brought on board. And the SEGWAY PT kept evolving, driven by creativity and the desire to build something that could make a difference.

The inspiration for the name SEGWAY came from the word segue, which is defined as: "to transition smoothly from one state to another". The SEGWAY PT transforms a person into an empowered pedestrian, allowing him/her to go farther, move more quickly and carry more.

This brings us to today's SEGWAY PT - Simply moving.

Product

In the year 2007, the second generation of the product - GEN 2 - was presented with two models - the urban model (i2) and the off-road model (x2), which are available in several editions. Elegant design in relation to the models until 2007 and several new features enriched the technical characteristics of the device.

The model i2 is the successor of the former base model HT - 180. It is equipped with brand new LeanSteer™ technology that makes driving easier and more enjoyable, and useful InjaKey™ travel computer



which reads the basic parameters of the drive. The total capacity is still 118 kg, maximum speed of 20. A perfect blend of form, function and fun, it allows the user to glide carelessly to his working place or rush between daily tasks, either indoors or outdoors, without thinking about searching for the parking lot.

Along with this basic model, three more models are available - i2 Commuter, Police and Commercial Cargo.

Model x2 is the successor of the XT model and the basic characteristic is its adaptation for off-road driving. Innovative adventurer is equipped with multi performance tires and robust protection. Maximum speed remains the same as in the i2 model, and the only change is in the total range. The x2 model, depending on the underlying, exceeds between 16 and 22.5 kilometres with a single battery charge, which is much more than the previous one. It is characterised by an increased capacity of a maximum of 118 kg. Three more models are available - x2 Adventure, Police and Golf.

Recent Developments

On the global level, SEGWAY continues to seek new opportunities aimed to offer efficient and environmentally friendly way to get around. Centaur is the name of the model that uses the same technology, but on four wheels, and PUMA, the result of the latest collaboration of the Segway Inc. and the global car company General Motors. Both vehicles, as well as the SEGWAY PT, are a near-future hit and they use similar technology.

In the last three years, the share of sales in the U.S. market, compared to the rest of the world has become equal, and the device is more and more present as the business tool for many international companies, airports and police. The growth in the police segment is very intense and the number of police departments around the globe using the device increased from 150 in 2005 to 600 in 2007, and today more than 1,000 police departments are using the SEGWAY PT for their daily operations. Airports and golf courses are the second biggest users.

On the local level, three years ago, the Exima Group Ltd., a company from Zagreb which is the distributor of the SEGWAY PT in this region presented the revolutionary personal transporter on the Croatian

market. In addition to selling and renting on a B2B basis, the company launched an exclusive tourist sightseeing service - Segway City Tour Zagreb, which provides the first encounter with the SEGWAY PT to all categories of users. The citizens of Zagreb and guests of the city within the Segway City Tour Zagreb can choose between several entertaining sightseeing options and learn to drive the personal transporter. In 2009 began the second official sightseeing tour - Segway City Tour Split, and in preparation are Dubrovnik, Pula, Rovinj, Porec, Zadar and several more.

Bearing in mind that Croatia is a developing tourist destination as well as the need for constant action to raise the quality of service and create additional content that will enrich the leisure time of its guests, an imperative that imposes itself, the company has developed a concept of RENT-a-SEGWAY - business opportunities designed for private investors and hotel companies. The project aims to organise more locations along the coast where tourists will have the possibility to rent the device during their stay in their destination.

Promotion

The SEGWAY PT is a unique product on the world market, which attracts lot of attention and looks from the public, and therefore is a very attractive communication tool. A creation of an efficient market performance of a company implies the necessity of

effective usage of a mixture of communication means to achieve the objectives for the promotion of products, companies or services among a variety of similar ones. This is done by using the BTL and ATL advertising channels. As the dynamics of market changes, the BTL (below the line) innovative methods are added to "classic" ATL advertising methods. This attracts attention of consumers at the point of sale in everyday environment and the consumers are no longer just passive recipients of many advertisements that reach them daily, but actively decide about the choice of options and create a personal opinion and perception of products, brands or services.

Speaking about the BTL promotional channel, the SEGWAY PT is a solution to add value and interest to marketing and promotional campaigns. The innovative technology and versatility of the SEGWAY PT makes for an effective marketing tool that engages with and captures the interest of a target audience. These promotional activities are an important part of the overall operation aimed at raising awareness of consumers about the product, creating loyalty and emotional connection for the product, which ultimately makes the common marketing goal - forming brands in the minds of consumers.

Brand Values

"Fun and smart transportation" - describes the greatest value of the SEGWAY concept - an environmentally friendly way of transportation. Today, more and more people are using the SEGWAY PT as an environmental-friendly alternative for many of the short journeys that



are typically made by car.

When gliding on the SEGWAY PT, you are doing more than just shifting your consumption from oil-based fuels to electric fuels. Everything about the PT was designed to use electricity as efficiently as possible. Zero-emissions are given off during operation, allowing you to go indoors with your SEGWAY PT. It does draw electric power during recharge, but that electricity causes fourteen times less greenhouse gas emissions than driving a car. After one year on your SEGWAY PT you would have literally saved a tonne of CO2 from being released into the atmosphere. When you dig a little deeper, and compare the source fuel (oil-based fuel vs. the fuel mix used to produce electricity), plus the cost of distributing or transporting power, the SEGWAY PT is eleven times more efficient than the average American car and over three times more efficient than even the highest-mileage scooters.

The SEGWAY PT has many benefits for you and the environment: less petrol to buy, easier to park, and less wear on your car. It can also help reduce the impact of global warming by diminishing greenhouse gas output and consumption of imported fossil fuels. Sounds too good to be true, does it?

www.segway.hr
www.SegwayCityTourZagreb.com
www.SegwayCityTourSplit.com

THINGS YOU DIDN'T KNOW ABOUT...

Segway

- > 60 percent of the world's population lives in cities.
- > 85 percent of all travels are related to urban transport - daily we pass an average of 10 km while travelling to work.
- > Americans make 900 million trips a day, of which 450 million are five miles away.
- > Croatia was the 75th country in the world where was the SEGWAY PT was presented.
- > The distance from Jarun to Bari Jelacki Square is fifteen minutes away on the SEGWAY PT.
- > In the city, it is 4.5 times more energy efficient than a Toyota Prius and 11 times more efficient than the average SUV.
- > For 750 km that it passes, the PT uses electric energy equivalent to the price of one litre of petrol.
- > It has five gyroscopes and two accelerometers, which measure the position of the driver's body 100 times per second and this information is transferred to the electric motors 1,000 times per second.
- > More than 1,000 police departments and security guard services all over the world use the SEGWAY PT.
- > If you want the SEGWAY PT with a signature, you can choose - Ferrari or Chanel.
- > George Bush "nearly" fell off it - but you already know that ...

