

Segway Offers Green Transportation Alternative to Officials of the Beijing 2008 Olympics

BEDFORD, NH – August 4, 2008 – This week 500,000 visitors and 10,500 athletes will descend on Beijing, China for the 2008 Summer Olympic Games. While there, visitors will benefit from the added security of officers and delegates using Segway® Personal Transporters (PTs) for crowd and event management and security. By using the zero-emissions Segway PTs, Chinese and Olympic officials are taking a major step in their effort to “go green” for this year’s historic event.

The 2008 Olympic Games has adopted an environmentally friendly green strategy focused on energy efficiency and green energy appliance use at buildings and sports venues. The zero-emissions Segway PT was chosen as the ideal green transportation solution for stadium and event hall management, community policing, arena logistics, airport security, personnel transportation, and for the highly visible Olympic Ambassadors. More than 100 units will be seen all across the city – from the Beijing International Airport to the new Beijing National “Bird’s Nest” Stadium – before, during, and after the events.

“We are pleased that the Segway PT was chosen to be part of China’s green initiative to build a more environmentally friendly city and Olympic Village,” commented Jim Norrod, CEO of Segway, Inc. “As a natural extension of our commercial business, using international ambassadors and officers to spread goodwill and keep the visitors and athletes safe is a wonderful application of our transportation technology and we are happy to be a part of this historic event.”

Because of the high-profile nature of the Olympic Games, police and security agencies in Beijing have committed to employ the latest technology to ensure the security and safety of those attending the events. Moreover, because of the demands that these large-scale events place on personnel, police agencies need specialized equipment and tools to make each of their officers more productive and efficient. Ambassadors and officers find Segway PTs extremely useful for the Olympic Games because they are raised eight inches taller on these units, enabling the rider to have ideal sight lines over people and automobiles. Also, because the Segway PTs are self-balancing and have a zero-turn radius, the rider can move through crowds much more easily than they could in a patrol car, or on a bike or motorcycle, and much faster and without fatigue than on foot. The Segway PTs will also enable personnel to respond quickly if an emergency were to occur.

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. The company’s line of Segway Robotic Mobility Platforms (RMPs) offers reliable, durable mobility solutions for robotic applications.

Segway Inc., based in Bedford, N.H., has a worldwide distribution network of more than 250 retail points in 61 countries. For additional information about Segway and to find retail locations, please visit www.segway.com or call 1-866-4SEGWAY. Media materials and digital images are available at the Segway Press Center at www.segway.com/news.

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