

Segway was founded on a vision of eco-friendly, short-distance transportation alternatives. Our mission is simple: to give our customers a green, personal transportation experience that transforms the way people work, play, and live. We promise all Segway owners ease and efficiency, and they in turn integrate environmental consciousness into their daily routines. Together, we make a world of difference.

# Environmental renewal. Urban revival.

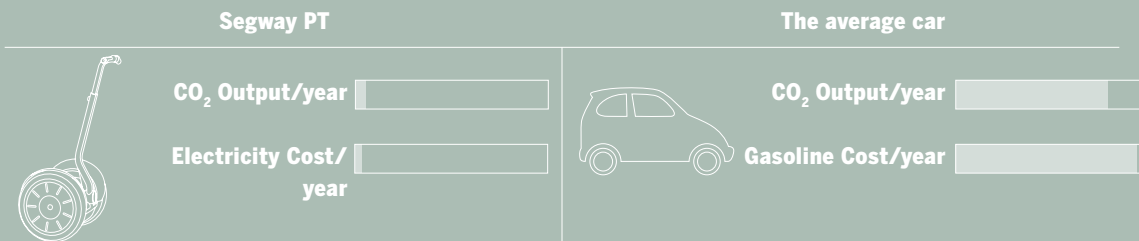
## Keeping it Green.

The electric Segway PT is already eco-friendly. Segway Inc.'s Renewable Energy Credit (REC) Program—with your help—encourages the use and development of clean energy. For every participating Segway PT owner, Segway purchases enough RECs for a year's worth of use—about 200 kilowatt hours. This way, Segway helps mitigate the negative environmental effects of charging a Segway PT.

With all the Renewable Energy Credits (RECs) that Segway purchases, it compels utility companies to use power generated by cleaner, renewable sources like wind, water, or geothermal. Every kilowatt hour of electricity obtained from renewable sources is one less kilowatt hour generated by CO<sub>2</sub>-producing fuel—so the more RECs Segway purchases, the more we help to reduce our dependence on fossil fuels.

## Segway PT as compared to the average American car.

When used for a regular commute<sup>1</sup>, a Segway PT is 11 times more energy-efficient than the average American car<sup>2</sup>. Consider these differences in operating cost and carbon footprint:



Enjoy a stress-free commute and be free from public transportation schedules. Utilize a singular door-to-door transportation solution.

Don't forget about the hassles of parking, frustration with congestion, and significant maintenance costs associated with automobile ownership.

Read a white paper on "The role of the Segway PT in Emissions Reduction and Energy Efficiency" at [www.segway.com/efficiency](http://www.segway.com/efficiency)

<sup>1</sup> Estimates based on average commute of 10 miles per day, 2,500 miles annually.

<sup>2</sup> Assumes realization of average efficiency. When car is first started and driven only for short distances, actual efficiency is typically poorer.



Learn more and sign up today at [www.segway.com/keepitgreen](http://www.segway.com/keepitgreen)