



SEGWAY®

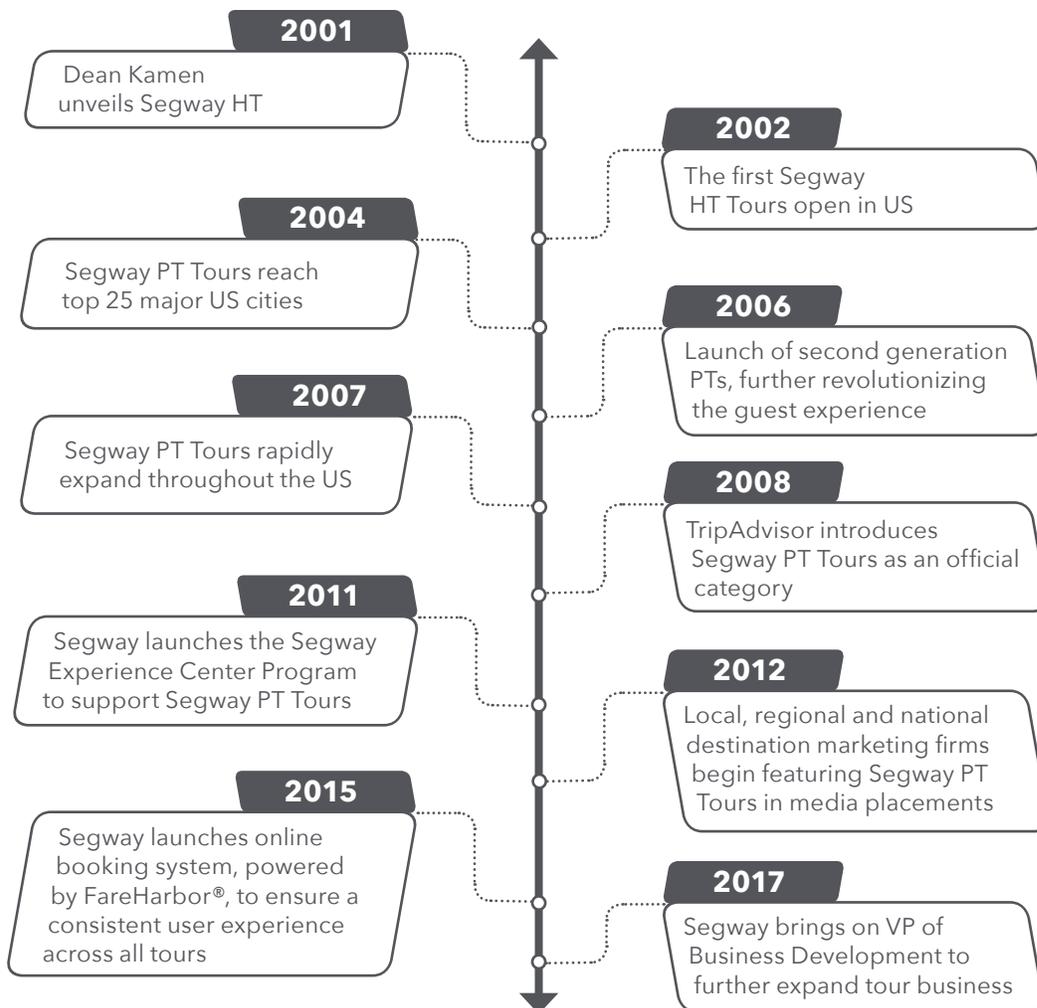
SEGWAY® PT TOURS:

A COMPREHENSIVE STARTUP GUIDE

A HISTORY OF SEGWAY PT TOURS

The Segway® Personal Transporter (PT) was designed to safely move pedestrians more quickly than walking. However, it quickly became clear that its attributes were a perfect fit for the tourism industry.

The first Segway PT tours opened in early 2002 shortly after the PT hit the market. Since that time, the Segway PT tour business has grown to include hundreds of tours in the United States as well as thousands of tours worldwide. In 2011, the Segway Experience Center Program was launched. It encouraged tours to become authorized by Segway Inc. to create a strong, worldwide, cross promotional network. In Canada, authorized tour operators may also sign up as Sales Agents for the option to purchase and sell Segway PTs, as well as leverage discounted service, and marketing support.





WHY BECOME AN AUTHORIZED TOUR?

One of the primary advantages of being an authorized tour is use of the Segway brand, as well as the opportunity to leverage Segway trademarks in your business.

Segway's Authorized Tour Program keeps the brand strong by ensuring consistency across tour operations. Our large and growing unified network positions Segway to develop beneficial industry alliances, gather statistical data and market authorized tours against alternatives.

Understanding your market is a key component in starting up your business. It's the cornerstone for developing a business and marketing plan which will be a key component in getting your tour off to a strong start.

AUTHORIZED TOURS ENJOY:

- » Access to Dealer pricing on equipment, parts and accessories (with Sales Agent Agreement)
- » Access to Segway Reservation System, which allows guests to conveniently book reservations on Segway's website
- » Tour specific Segway PT Safety Video produced by Segway Inc.
- » Ability to program and reprogram InfoKeys
- » Exclusive credit card processing rate on all transactions
- » Free website, built and hosted by FareHarbor*
- » Permission to use Segway trademarks for SEO and Google AdWords purposes

*Domain not included

CREATING YOUR TOUR

To begin, you must identify appropriate riding routes for guided tours in your area.

Familiarize yourself with every part of your city and note all key points of interest. Look for logical stops for shaded breaks, photos, etc. You should also follow designated paths, sidewalks or bike lanes and respect private property. You may run tours seven days per week and then adjust your offerings based on seasonal events.

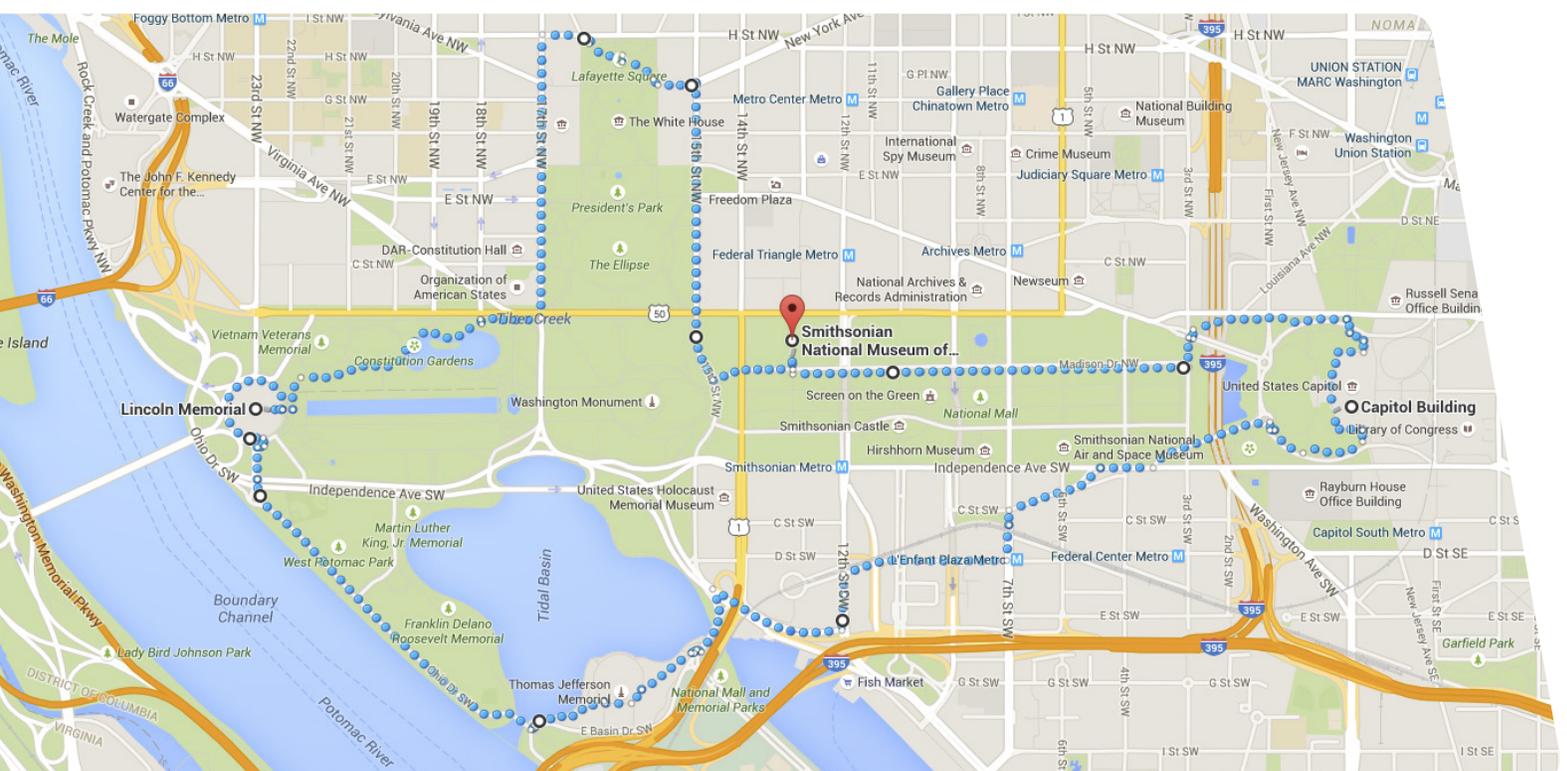
We recommend that you offer a variety of tours—(scenic, historical, architectural, foodie, etc.). Typically a choice of two tours appeals to a variety of guests and draws repeat business.

Washington, DC Tour Route

Maps can be helpful in presenting tours to regulatory organizations, insurance providers and other stakeholders. They're also a useful marketing tool to show guests exactly what their experience will entail and highlight the city's most popular sites. These types of maps may be easily created with most Internet mapping services.

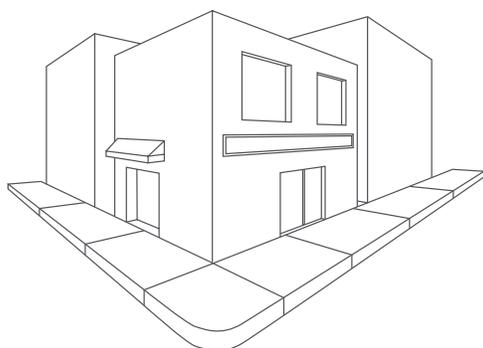
A PERFECT TOUR INCLUDES:

- » **Historical Sites:** Specific buildings, districts, statues, battlefields and plaques relating to the city's history.
- » **Points of Interest:** Museums, parks, stadiums, aquariums and theaters.
- » **Restaurants:** Historic, famous, specialty, as seen on TV and personal favorites.
- » **Photographs:** Scenic overlooks, picturesque vistas and famous photo opportunities.
- » **Rest Areas:** Shaded areas, air conditioning and refreshments for guests.



CHOOSING YOUR OFFICE LOCATION

RETAIL STOREFRONT



REQUIREMENTS

- » Convenient on-site parking
- » In-store restrooms
- » Indoor area or outdoor space in close proximity for rider orientation and practice
- » Area to view safety video and sign a waiver
- » Quick access to tour route

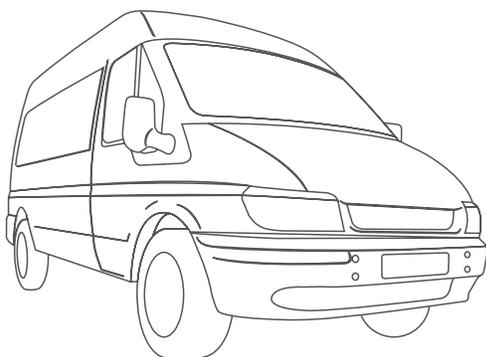
Advantages

- » Secure area to store, service and charge units
- » Inside training area possible
- » Ability to build a route around the location to ensure minimal backtracking
- » Typically close to parking or public transit

Challenges

- » Incrementally more expensive year over year
- » Some locations include additional property fees or revenue share programs

MOBILE OFFICE



REQUIREMENTS

- » Permanent or public parking location
- » Access to nearby restrooms
- » Training area with minimal pedestrians
- » Television mount or stand to show the safety video
- » Process for guests to easily sign waivers

Advantages

- » Cost effective option
- » Flexibility to travel to special events or depart from different locales

Challenges

- » Less professional presentation
- » May be more difficult for tour takers to locate
- » Access to charging ports on site or at storage locations

APPROVAL PROCESS

Segway PT Tours are fun and exciting!

They bring a new adventure and positive energy to a city - not to mention the additional taxable revenue. However, in some cases, the legal approval process may be lengthy. Complete the steps below to ensure all the necessary parties have approved your tour.

Step 1 – Local Approval

Before developing your marketing plan, be sure to obtain all the appropriate approvals from local parties. Being well prepared to launch your tour will play a vital role in your success. We recommend that you create a presentation that outlines the history of Segway PT Tours as well as provides an overview of your proposed tour's goals, routes and challenges. It may also be helpful to include an overview of tour guide training, rider safety orientation and content on how your tour will benefit the local community. Present this data to the required local organizations to earn buy-in and approval. Some examples include:

- » **Chamber of Commerce**
- » **Convention and Visitor Bureaus**
- » **Town and City Councils**
- » **Police and Fire Departments**
- » **Private Property Owners**
(If required)

Step 2 – Segway Approval

After securing approval from the appropriate local parties, you'll begin working with a Segway Representative to execute your authorization contract. This will allow you to place your initial purchase and authorize you for sales and service. It will also ensure access to Segway's Extranet, a portal to a wide variety of valuable assets including trademark guidelines, logo files, photography, videos, user materials and other marketing materials. In order to complete this process, you will need the following items:

- » **Legal Business Name, registered in your province**
(You must not include the word Segway in your legal name)
- » **Proposed Trade Name***
(i.e. Segway of XXXX or XXXX Segway)
- » **Proposed Domain Name***
(Domain name must follow Segway Branding Guidelines)
- » **Contact Information**
- » **Billing & Shipping Addresses**
- » **Tour Location**

*Trade name and domain name must be approved by Segway Inc.

INSURANCE & LIABILITY WAIVERS

We strongly recommend that you consult an attorney to advise you on general liability insurance and related waivers.

We've developed a checklist for you to use when training a tour rider before a tour. A release and indemnity agreement (commonly referred to as a waiver), which abides by all local, provincial and federal laws, must be executed. Segway Inc. requires the tour owner have a general liability insurance policy of USD \$1,000,000 per occurrence and USD \$2,000,000 in the aggregate with a deductible no greater than \$10,000. We also require that Segway Inc. is listed as additional insured on the policy. If you're already a business owner, adding Segway PT Tours to an existing policy is relatively straightforward -- please consult with your insurance broker to accomplish this and for the best rate.



STARTUP COSTS

Once you've completed a thorough evaluation of your tour route, you'll need to select the Segway PT model that is most compatible with its terrain - the i2 SE or x2 SE. Your initial startup costs will include an investment of Segway® Personal Transporters (PTs), typically 10 units to start, along with the expense of **Additional Required Material**. Contact your Segway Sales Representative to discuss financing and leasing options available to authorized tour locations.

EXAMPLE STARTUP COSTS:

i2 SE MSRP = \$8,195

Qty. 10 Units = \$81,950

x2 SE MSRP = \$8,795

Qty. 10 Units = \$87,950

ADDITIONAL REQUIRED MATERIALS AND SERVICES:

Description	Part #	Qty	MSRP	Extended Price
Handlebar Bag Black	20407-00001	10	\$214	\$2,140
Parking Stand Kit (i2 SE)	22309-00003	10	\$89	\$890
Parking Stand Replacement Legs (20) (i2 SE)	22651-00003	1	\$268	\$268
Accessory Bar Kit	20411-00001	10	\$41	\$410
Comfort Mat for SE (Set of 2)w	23875-00001	2	\$201	\$402
InfoKey Programming Tool	22033-00001	1	\$2,018	\$2,018
InfoKey Adapters and Dock (5)	22213-00001	1	\$148	\$148
Segway Canada Tour Package	21065-00002	1	\$4,000	\$4,000
			Total Cnd. Dollars	\$ 10,276

i2 SE equipment MSRP costs for starting a 10 PT tour fleet is \$92,226 Cnd. Tour operators in Canada joining the Segway Authorized Tours Program are required to purchase from and work with Regional Distributors to receive discounts/training/consulting benefits of the **Segway Canada Tour Package**.

MARKETING YOUR TOUR

Proactively execute your marketing plan

You'll need to address advertising, public relations, media relations, promotion and sales opportunities. You have the best tour in the city. Make sure tourists, locals and other potential customers know about it to ensure your business grows. Make a concerted effort to spend some time, money and energy developing and executing a marketing plan. Spread the news of your tour and all it offers through local, grassroots and online campaigns that promote your tour as a fun, educational and safe experience.

GLOBAL MARKETING INITIATIVES

1 Online Marketing Agencies (OMA)

Promote specific activities in the local market. The tour's price is not discounted, but a sales commission is always paid to the OMA. The largest OMAs are **Cloud 9 Living, TripAdvisor and Viator**.

3 Flash Sellers

Reach out to millions of people in a localized area and sell tickets at a highly discounted price. These are great for building online reviews, maximizing off-season bookings and keeping your PTs touring. The largest flash sellers are **Groupon and Living Social**

2 Online Travel Agencies (OTA)

Sell vacation packages and provide options for flights, hotels, car rentals and tours. The price for the tour is not discounted, but a sales commission is always paid to the OTA. The most notable agencies are **Expedia, Kayak, Orbitz and Travelocity**.

4 Trade Shows

There are a variety of local, national and international trade shows hosted every year throughout the world. Attending is a great way to connect with corporate, team building or other groups that are looking for the unique experience a Segway PT Tour offers.

LOCAL MARKETING INITIATIVES

1 Local Businesses

Connect with the Human Resources teams at local businesses, build relationships and offer a PT tour as part of a company outing, employee appreciation day, team building event or as a fun sightseeing excursion for visiting business partners.

2 Conventions & Tradeshows

Attend conventions and tradeshows to quickly and affordably earn visibility and reservations. Business travelers often have discretionary funds and enjoy a quick, fun-filled sightseeing tour while in town for a conference.

3 Hotel Managers, Front Desk Staff & Concierges

It is important that you build relationships and work closely with local concierges, front desk staff and hotel managers who will refer guests to your tour. It is customary to offer a free tour to those that interact with and refer the most guests, as well as to offer a sales commission for sending business your way.

4 Destination Management Companies (DMC)

Destination Management Companies work within the local market, creating unique experiences for groups visiting a city or resort. Connect with DMC teams and ensure their guests have a great time, which will strengthen your reputation.



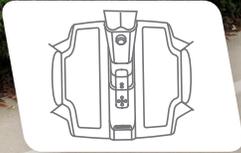
SEARCH ENGINE OPTIMIZATION

Below is a methodology of strategies, techniques and tactics used to increase the number of visitors to a website through unpaid, organic searches. Establishing strong SEO will ensure more people find your business first over others - without having to pay for advertising. This is a basic SEO guide. We encourage you to expand your knowledge in this area and, if necessary, consult an outside resource to leverage their expertise and help grow your business.

INFOGRAPHIC: BUILDING STRONGER SEO



i2SE



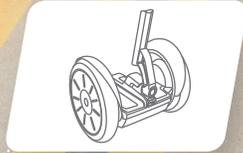
Wide Platform

Our wide base platform is optimized for rider comfort



LeanSteer™

With quick removal for easy storage and transport in almost any vehicle



Small Footprint

Shoulder width – fits easily on sidewalks, paths and through doorways

FROM HERE TO ANYWHERE – GOT IT!

Hop on the i2 SE Personal Transporter and have some fun.

The Segway i2 SE's impressive speed, range and maneuverability will ensure your guests have an amazing and unforgettable experience. The i2 SE allows a rider to easily move throughout the city's sidewalks, bike lanes, roads and paths. It transforms a standard tour to an exhilarating experience by allowing the rider to get up close and personal with sights and points of interest.

PRODUCT SPECS

Weight	105 lbs.	48 kg
Footprint	25.5" x 25"	65cm x 63cm
Max Speed	12.5 mph	20 km/h
Range*	Up to 24 mi	Up to 38 km

*Actual range depends on riding style and terrain

x2 SE



Cargo Handles

Oversized cargo handles make for easy lifting and provide mounting points for accessories



Rugged Tires

Deep tread, ATV-style tires traverse all sorts of terrain – confidently get where you're going



Wide Platform

Our wide base platform is optimized for rider comfort



OFF THE PAVEMENT OR ON THE TRAIL – NO SWEAT!

Just because the pavement ends doesn't mean the fun should.

The x2 SE empowers riders to conquer various terrain with its wide platform, 4 inches of ground clearance and deep tread tires. Your customers may take on the challenge of trekking along trails and charging through grass as they explore nature paths, campgrounds, rail trails and more.

PRODUCT SPECS

Weight	120 lbs.	55 kg
Footprint	26.5" x 33"	67cm x 84cm
Max Speed	12.5 mph	20 km/h
Range*	Up to 12 mi	Up to 19 km

*Actual range depends on riding style and terrain



SEGWAY
FLYGUY
TOURS

"YOU MADE IT THIS FAR!"

This getting started guide outlines the process of launching a Segway PT Tour in Atlantic Canada. However, there's more work to be done and we look forward to supporting you through it. You've made it this far - it's time to take the next steps.

Connect with us at:

1-902-880-6630

www.segwayns.com



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