

Segway™PT. Good for you and the environment

It's revolutionising the way we move in cities and in nature: for the cost of one litre of fuel it can cover at least 600 km. It's silent, environmentally friendly and works in perfect harmony with the natural movement of the human body. The Segway™PT is a revolution in personal transportation.

To ride it is pure pleasure for body and mind: it is the only two-wheeled mode of transport conceived and built as an extension of the human body. It has seen huge success in the USA (sales have increased 25% in the last quarter and are projected to rise 50% by year end). Spreading like wild-fire, it's seeing huge success throughout Europe too. Segway™PT has asserted itself as "the alternative to cars and motorbikes" for short trips of few kilometers in urban areas. The exercise cost of the PT is less than one third of the exercise cost of the average Euro 4 city car.

To become more eco-responsible for many is no longer considered an obligation but more of an instinct. We want to limit noise pollution, crave for clean air and long to decrease stress levels.

With Segway it's easy. Easy because it's been created in order to improve the quality of life, from city streets to outdoor trails. Easy because everyone with minimal training, can use it in total safety. And its potential is wide ranging – great for any number of uses from police corps (municipal, rural, airport) to beaches, shopping malls and for corporate use.

Segway is the choice of the stars too. Brad Pitt, Arnold Schwarzenegger and Will Smith all have one as does Jerry Scotti, Roberto Cavalli and Berlusconi (thanks to a present from George Bush). However, the Segway™PT isn't a fashion accessory, it's a radically new way of moving. It moves in harmony with its rider. It's the only means of transport that's self-balancing. Based on exclusive Segway™Smart Motion™ technology it has a highly sophisticated system of microprocessors, sensors and gyroscopes which allow it to capture even the most subtle posture variations of the driver, adapting direction and speed accordingly. It's silent, safe and ecological, as it works with rechargeable lithium-ion batteries. The cost is about a third of the price of a medium sized car – SRP 5.000 – 6.000 Euros + VAT. There are no petrol or diesel costs, the Segway is tax exempt and will keep its value for five years (as opposed to a car which starts losing its value as soon as it's driven out of the show room). It can be parked anywhere and is theft-proof thanks to the Info Key Controller which, upon tampering will deactivate and sound an alarm rendering it unuseable.

The Segway has a capacity of 40 km (recharging takes five hours via a standard electrical socket) and can travel at speeds of up to 20 km/hr (the average speed at which cars drive through city centres during peak hours is approximately 3 km/hr).

With their headquarters in Bedford (N.H., USA), Segway Inc. today is known all over the world for having developed the Segway Smart Motion technology applied to very advanced means of electrical and self-balanced transport. The advantages of Segway PT have been studied in order to quantify the potential in order to improve the quality of social life. Together with positive judgement regarding versatility, functionality and ergonomics of the means, important performances have been detected with regard to energetic efficiency and protection of the environment: at the cost of 1 liter of gasoline the Segway PT can cover 600 / 800 kms, without polluting or congesting the traffic of our cities. A great opportunity for a development aiming at sustainability. The merits of the Segway Smart Motion technology have been given credit at an international level: the distributor network of Segway counts more than 250 sales points in 61 countries. And it continues to grow, bringing to the world a creative impulse and scientific strictness of an invention that is changing our way of moving.

About the Author

www.segway.com

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