



For Immediate Release:
September 15, 2003

Contact: Mike Shubic – Truth in Advertising, Inc.
480-288-0042
mike@truthinadvertising.com

FUN FOR ALL AS THE GREEN CARROT BRINGS THE “SEGWAY EXPERIENCE” TO THE MASSES.

The Green Carrot – Your Segway source for tours, rentals and events has just opened up shop here in the Phoenix metro area. “Many people have heard of the Segway Human Transporter (HT), but they’ve not yet seen or ridden one. This is typical with any new technology as it takes a while to trickle down to the masses. Currently only the die-hard early adopters have shelled out the more than \$5000 to purchase the revolutionary device,” said Monique Apter, Top Carrot of The Green Carrot.

In comes The Green Carrot with a business model that makes the Segway HT accessible to the masses through tours and rentals right here in Phoenix. The Green Carrot’s initial approach is to offer what they call as the “Segway Experience,” which is a 15-minute lesson, demonstration and ride. They will initially offer the “Segway Experience” at events such as fairs, festivals, trade shows, birthday parties, etc. In addition, businesses can hire out The Green Carrot to attract prospects for a grand opening or sales event, as they’ll bring their fleet to the place of business for a half or full day of fun and intrigue.

By the end of the year The Green Carrot expects to have their first permanent kiosk location and are currently looking at several strategic locations in the Valley. Once they have a home base, The Green Carrot will begin offering Tours of that area via the Segway in addition to renting to those who possess The Green Carrot License to “Peel the Wheels” as they like to say. “While incredibly safe, the Segway is a machine, therefore before we rent to people outside our controlled environment we want to make sure people have been properly trained and have the experience to go out on their own. Our top priority is safety,” said Sean Hays, The Big Root at The Green Carrot.

You can visit TheGreenCarrot.com for more information or you can holler@thegreencarrot.com or call 480-983-3100.

About Segway

Segway LLC is a Manchester, NH, based business founded by renowned inventor and entrepreneur Dean Kamen to provide a solution to short-distance travel. The company has created the Segway™ Human Transporter (HT), the first self-balancing, electric-powered transporter designed to enhance the productivity of people by increasing the distance they can travel and the amount they can carry. For additional information about Segway, please visit their Web site at: www.segway.com. Press releases and digital images are available at Segway's online Press Center at: www.segway.com/news. # # #