



Segway SEMA Fact Sheet

November 2019

Company Facts and Figures

- Founded in 1999.
- 250 employees.
- In 2015, Segway was acquired by the Chinese company Ninebot. Segway-Ninebot is a global enterprise that is a leader in short distance and self-balancing personal transportation solutions with products in more than 80 countries and regions.
- With world-renowned intellectual property, Segway aims to lead its users and the transportation industry into the future.
- The company has a global presence and has subsidiaries in Beijing, Seattle, Bedford, Amsterdam, Seoul, Singapore, Munich, Changzhou and Tianjin.
- Segway-Ninebot has raised a total of \$167.8M in funding over 5 rounds. Their latest funding was raised on Jun 12, 2019 from a Product Crowdfunding round.

Product Information

- At SEMA, two products will be on display: The Segway Dirt eBike and Ninebot Gokart
 - The Segway Dirt eBike is the company's latest innovative product and marks the expansion into a new market category: electric dirt bikes. This product falls under [Segway's line of personal products](#), which includes other popular micro-mobility solutions:
 - Ninebot Kickscooters by Segway
 - Ninebot S
 - Ninebot Gokart Kit
 - Segway Drift W1
 - Segway S-Plus
 - Ninebot One by Segway
 - Loomo
- Segway Dirt eBike
 - Dirt eBike is Segway's first electric product that is a hybrid between a dirt and mountain bike that offers superior off-road performance.
 - Its standard customizable design allows for most motorcycle-level modifications and meets all requirements necessary to be considered a performance electric dirt bike.



- Swappable batteries;
- Retail pricing is expected to be approximately \$4499.99 for the Dirt eBike X260 and \$2999.99 for the Dirt eBike X160. Both will be available for consumers in Q1 2020. See differentiators below:

Basic Information	Item	X160	X 260
	Dimensions: L x W x H	71.7 x 29.1 x 40.2 inch (1820 x 740 x 1020 mm)	74.2 x 30.7 x 41.3 inch (1885 x 780 x 1050 mm)
	Vehicle Weight/ Including Battery	88.2 / 105.8 lbs (40 / 48 kg)	97.0 / 121.3 lbs (44 / 55 kg)
	Headlight	N/A	With headlight
Vehicle Parameters	Wheelbase	49.2 inch (1250 mm)	49.8 inch (1265 mm)
	Minimum Clearance	8.7 inch (220 mm)	10.6 inch (270 mm)
	Max. Climbing Slope	35° slope	45° slope
	Max. Speed	31.1 mph (50 km/h)	46.6 mph (75 km/h)
	Mileage[1]	40.4 mile (65 km)	74.6 mile (120 km)
	Seat Height	29.9 inch (760 mm)	31.9 inch (810 mm)
	Power System	High speed brushless DC motor	High speed brushless DC motor
	Max. Motor Power	3 KW	5 KW
	Nominal Power	2 KW	3 KW
	Max. Torque for Driving Wheel	162.2 ft*lb (220 N*m)	184.3 ft*lb (250 N*m)
	IP Rating	Battery IP65; Controller IP67	Battery IP65; Controller IP67



	Vehicle Material	Forged Aluminum Alloy	Forged Aluminum Alloy
	Handlebar Length	29.9 inch (760 mm)	30.7 inch (780 mm[D2])
Battery	Battery Type	Lithium battery	Lithium battery
	Charging Time	3 - 4 h	4 - 5 h
	Capacity	20 Ah	32 Ah
	Rated Voltage	48 V	60 V
	Overcurrent Protection Value	75 A	100 A
Charger	Nominal Power	300 W	700 W
	Charger Input Voltage	100–240 V 50–60 HZ	100–240 V 50–60 HZ
	Charger Output Voltage/ Power	58.8 V / 5 A	67.2 V / 10 A
	Charger Model	NB-58D8-5Do	NB-67D2-10Do
Other Features	Gear Type	Aluminum alloy 17*1.4	Aluminum alloy 19*1.4
	Tire Type	70/100-17 off-road tire	70/100-19 off-road tire
	Wheel Diameter	17 inch	19 inch
	Handlebar Grip Material	Silicone rubber	Silicone rubber
	Front Shock Absorber System	Single-shoulder inverted front fork (adjustable)	Double-shoulder inverted front fork (adjustable)
	Rear Shock Absorber System	Multi-link hydraulic spring central type	Multi-link hydraulic spring central type
	Rear Shock Absorber Range	3.0 inch (75 mm adjustable)	3.3 inch (85 mm adjustable)



	Brake System	Disc brake	Disc brake
	Primary Drive System	HTD 8M belt 22.0 inch (560 mm)	HTD 8M belt 22.0 inch (560 mm)
	Secondary Drive System	420 chain with 112 sections	420 chain with 106 sections
	[1] The mileage value will vary greatly depending on the test environment. The result is measured with rider weight 165.3 lbs (75 kg), ambient temperature 77 °F (25 °C), and speed 12.4 mph (20 km/h); Due to continuous improvement of the product, the performance parameters are subject to change without prior notice.		

- **Product Specs and Features:**
 - Electronic Throttle Control: Full standard equipped electronic throttle with texture for touch & precision response.
 - Three Way Battery Management System 2.0: Developed in-house battery management system that optimizes overtime the more mileages accrued.
 - Vector Control (FOC): Field Oriented Control stabilizes and adapts to users riding habits. IP67 grade water proof level. Aluminum alloy built that incorporates heat dissipation.
 - Adjustable Front Fork: Compatible with almost all heavy level dirt bike accessories.
 - Compact & Lightweight: Bike core & frame weigh 17.2 lb. 6,000 ton forging press manufacturing. Total dirt bike weighs 121.3 lbs (X260).
 - High Torque Motor: Peak torque of 23.6 ft*lb (32 N*m) with maximum 5400 rpm that operates up to 356°F. Acceleration goes from 0 to 31 mph in only 4.02 seconds.
 - High Rear Wheel Torque: Standard 48 rear sprocket teeth feature a climbing slope up to 45° and a maximum rear wheel torque of 184.3 ft*lb (250 N*m). (X260) Wheelie with ease and experience smooth drivetrain output.
 - In-House R&D: Intersect TR suspension developed in-house. Multi-link hydraulic structure offers strong yet elastic riding experience.
- [Ninebot Gokart](#)
 - The Ninebot Gokart is made possible by pairing the Segway Gokart kit with a



Ninebot S modified base.

- Product was launched in 2018 and was featured at CES 2019.
- Retail price for the kit is \$799 and an additional \$489 for the Ninebot S. There are also bundle options available at <https://store.segway.com>.
- Product Specs and Features
 - Allows users to ride from 0-12 mph in just two seconds, with a top speed of 15 mph.
 - The Ninebot Gokart was designed with an adjustable frame and steering wheel to fit riders between 4' 5" to 6' 3" (130 cm - 190 cm).
 - The vehicle body features two layered impact protection and a redundant braking system.

Spokesperson

Julie Tang, Marketing Director:

Julie Tang is a marketing and PR industry veteran with extensive experience in multiple agencies, managing regional and national accounts including: the 2016 U.S. Presidential Campaign, PG&E, MAZDA USA, Frontier, Charter Spectrum, Covered California, Ajinomoto USA, and others. Since joining Segway, she's been leading the marketing efforts of the consumer product line, focusing on the U.S. market. Julie graduated from Fudan University in Shanghai, China with Bachelor's degrees in Broadcast Journalism and Law and later obtained a Master's degree in Communication Management from the University of Southern California, specializing in marketing and entertainment management.

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