



**For Immediate Release:**  
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### **GOLD CANYON RESIDENT IDENTIFIES NICHE, STARTS EXCITING NEW BUSINESS**

GOLD CANYON, AZ—September 25, 2003—The Green Carrot, Your Segway source for tours, rentals and events has just opened up shop and is the first and only, and authorized Segway rental company in the state of Arizona. “Many people have heard of the Segway Human Transporter (HT), but they’ve not yet seen or ridden one. However, if you have seen one in the area, it’s most likely been Mike Shubic, Top Carrot of The Green Carrot as he takes one of his ten machines all over the area to spread the news of his new business. “Currently only the die-hard early adopters have shelled out the more than \$5000 to purchase the revolutionary devise, this is typical with any new technology as it takes a while to trickle down to the masses.” said Mike Shubic, 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 the Phoenix metro area. 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, private 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 retail 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.

The Green Carrot’s long-term goals are to franchise their business model throughout the U.S. and even into Europe. In order to ramp up those efforts The Green Carrot is also seeking a second and potentially third round of funding. Currently their funding has come from two investors outside of the state, both of whom have a passion for the Segway HT and confidence in the rental model. “We like to say ‘to see is to believe. To ride is to understand,’” said Mike Shubic.

You can visit [TheGreenCarrot.com](http://TheGreenCarrot.com) for more information or you can [holler@thegreencarrot.com](mailto: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](http://www.segway.com). Press releases and digital images are available at Segway's online Press Center at: [www.segway.com/news](http://www.segway.com/news). # # #