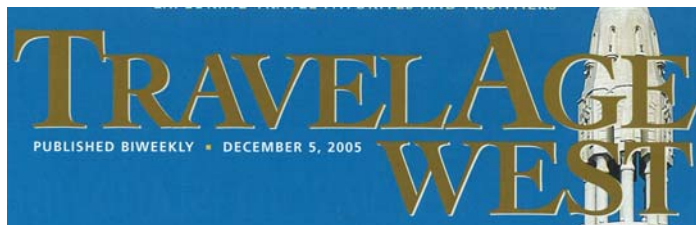


Client: Segway LA

Publication: *TravelAge West*

Date: December 5, 2005

Circulation: 26,011



PASSPORT

NEWS+DEALS+MORE

By Terra Judge

SEG-WHAT?

CALIFORNIA DREAMIN' WITH SEGWAY LOS ANGELES

The wind whips through my hair as I speed along the beach walkway. A little girl points at me and laughs, "Wow, that's so cool!"

I lean forward and reach my top speed of 12½ miles per hour. Gone is the trepidation I felt in the training office when I first stepped onto the Segway. Jason Stemmler, president of Segway Los Angeles, guaranteed I'd get the hang of it, just like his other customers. And he was right. Soon I was cruising through Los Angeles on what is best described as a gliding footstool.

For \$75 clients can come to Segway's Santa Monica, Calif., location and try the two-hour California Dreamin' oceanside tour that goes from the Santa Monica Pier to Venice Beach. (Clients can also opt for a \$5 demo ride before committing to the tour.)

While other cities have Segway tours, zipping along this famous stretch of oceanfront real estate makes for an especially memorable ride.

After a 30-minute indoor training session, in which we watched an instructional video and practiced weaving through cones, customers head to the beach.

Stemmler narrated as we proceeded along the boardwalk, reassuring us that since opening in May of last year, the company has stayed accident free.

"Segways are so easy to use. You can fit through crowds of people and go all over the place, much longer distances than if you were walking," he said.

Segway Los Angeles works with local hotels, including Hotel Casa del Mar and the Hotel Shutters on the Beach, to provide tour packages for guests. At a 15 percent commission for agents, the company steers customers toward the tour rather than simply renting the machines.

Equipped with new lithium batteries that will last for a run of up to 24 miles, we made the trip to Venice easily before heading back to Santa Monica. By the time we returned to the office, it was dusk. Just three hours earlier I wasn't sure if my helmet gave me enough confidence to venture out, but by the end of the tour, I felt like a seasoned pro.

310-395-1395
www.segway.la ■



The author (right) with Segway Los Angeles