

Bird Group launches Bird Segway in India

Introduces a new segment of Personal Transportation

Bird Group appointed exclusive partners for the Indian Sub-continent

Delhi, March 05 2010: Bird Group, a leading conglomerate of diversified companies with interests in luxury retail and the travel and information technology arena, today announced the launch of Segway® Personal Transporter (PT) in India, through a nation-wide distribution partnership with Segway Inc., global leaders in self-balancing personal transportation vehicles. The brand would be known as Bird Segway in India, a unit of Bird Retail Pvt. Ltd. A new segment in the automobiles market in India, the Bird Segway PT is renowned globally for its advanced technology and design, as well as its eco-friendly, zero-emissions and energy-efficient qualities.

Speaking about the tie-up, Ankur Bhatia, Executive Director, Bird Group, said, "Bird Segway® Personal Transporter is going to simplify personal travel in places that are impractical. The Personal Transportation segment is new to India and will be beneficial for operations at airports, police patrolling, tourism purposes and large industrial campuses and will be our targeted consumer focus. In addition, universities and research institutes with large campuses and shopping malls will also be targeted. Bird Segway® Personal Transporter (PT) is also a great solution to address the environmental concerns as it is zero emission and operates on lithium-ion batteries."

Bird Segway, a unit of Bird Retail Pvt. Ltd. - a fully owned subsidiary of Bird Group- is the nation-wide distributors of Segway® PT's in India and responsible for appointing dealers and franchisees across India. The Bird Segway products will be available to Indian consumers commencing February 2010, through Bird Retail across 30 locations in India. The first Bird Segway showroom is being set up at Gurgaon. Retail centers in other key metro and industrial cities will be established in 2010 through a network of dealers and franchisees.

Jason Barton, Vice President, World-wide Sales & Marketing, Segway Inc said, "India is a key focus market for Segway. We are delighted to partner with The Bird Group and leverage their strengths across key business verticals and anticipate significant market presence in India, through them. The Bird Group has extensive presence and an established network which they will leverage to build the Segway business in India."

The Bird Segway® PT uses minimal space, is extremely maneuverable, with zero degree turning radius and can operate with ease on pedestrian sidewalks and pathways. It is extremely viable for large industrial campuses and police patrolling requirements for pathways where motorized two wheelers are difficult to maneuver. Globally, over 1000 police and security agencies use Segway® PT's in their patrolling operations. The Bird Segway® PT's are the perfect solution for the upcoming Commonwealth Games for police patrolling as it will provide an elevated view, higher than any other available motorized options, of the audience and operation in a crowded location. Additionally, the Bird Segway® PT can be used for tourism purposes as well. There are over 200 Segway® PT guided tours operating across the world. The Bird Segway® PT's offer solutions for airport patrolling operations as well as use at malls, Golf Courses and mobility at large educational campuses. Bird Segway® PT's operate on lithium-ion batteries and are zero emission, making them extremely productive and energy efficient with minimal impact on the environment. All the products feature breakthrough LeanSteer™ technology allowing the vehicle to 'self-balance' without any external support while in motion and a wireless InfoKey™ controller that enhance the Bird Segway experience by making the ride even more intuitive and adding new and useful functions.

The Bird Segway® PT is a technological revolution for the Indian automobile industry, globally and made its debut in December, 2001 in the United States. Ever since, the unique self-balancing personal transporter has become a rage amongst urban travelers across the world and is widely being used by fleet managers, delivery personnel, security forces and employees in businesses located in large campus settings where long-distance walking is the only alternative.

Notes to editors

About Bird Group

The Bird Group was founded in 1971 with the incorporation of Bird Travels. Today, with over 40 years of experience and more than 40 offices supported by over 5500 well trained staff and an impressive clientele of over 500 top corporates, Bird Group can claim to be one of the largest and most diversified entities within the industry in the Indian subcontinent. With businesses as diverse as pioneering back-office processing to being the representative for many of the world's leading airlines; from managing the backbone of the technological framework for airline IT and distribution to managing crucial relationships of international service providers, Bird Group has ensured that a comprehensive portfolio of service offering has been created to add value to an extensive client base and add new potential customers. And in recent months, Bird Group has taken bold steps to increasing the value offering while broadening business horizons with new ventures. Today Bird Group's core business includes Travel Technology, Comprehensive Airline Representation & Management, Hospitality, Passenger Aviation Services & Ground Handling, Cargo Management, Education & Training, Business Consultancy & Luxury Retail. Together, the various companies within these verticals generate direct revenue in excess of USD 100 Million.

For more information, visit the Bird Group website www.bird.in

About Segway Inc.

Segway is the leader in personal, green transportation, developing products that transform the way you work, play and live. Since the introduction of the Segway® Personal Transporter (PT), Segway has established itself as a leader in the emerging small electric vehicle (SeV) space. Our approach to congestion and environmental challenges is balanced with a strong understanding of the functional needs of our customers, enabling them to do more with less.

Today, we are focused on serving our customers by developing safe, unique products that are redefining personal transportation for consumers and businesses. Segway works with commercial and municipal organizations to realize the benefits of zero-emission personal transportation that increase productivity and utilize existing infrastructure. Together with our customers, we help government leaders create the framework to adopt these new technologies and safely and wisely integrate them into society. For our investors and dealers, we create successful new business opportunities with an exciting roadmap to the future.

Segway is passionately committed to innovation and the future of mobility to move you – easily, efficiently, intelligently, simply.

For more information, visit the website www.segway.com

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