



Segway-Ninebot
九号公司

Segway Electric Scooter P65&P100S

Product Handbook

E-scooter Product Management Department

Marketing Research Team

Apr. 2022



Premium E-Mobility



Part One

Product Information

Basic Information



| Product | P65 | P100S |
|---|---|--|
| Positioning | Urban Cruise e-Scooter High quality commuting | City Crossover e-Scooter High performance and high quality commuting +crossover |
| Slogan | The New Standard For Commuting | Unleashed Power Of Segway |
| KSPs | <ul style="list-style-type: none"> • 500 W (Max 980 W) brushless motor, 40.4 miles (65 km) top range, 21.7 mph (35 km/h) top speed 22% climb slopes • Front wheel dual piston disc brake and rear wheel electronic brake with power regenerative system | <ul style="list-style-type: none"> • 650 W (Max 1350 W) brushless motor, 62.1 miles (100 km) top range, 26.7 mph (43 km/h) top speed, 23% climb slopes • Front and rear double suspension shock absorption, giving you better riding experience • Front & rear wheel dual piston disc brake and rear wheel electronic brake with power regenerative system • Coolest Segway logo welcome projector light |
| <ul style="list-style-type: none"> • 10.5 inch ultrawide self-sealing pneumatic tires, silica automobile grade all season tires, anti-skid and durable, with strong obstacle crossing ability in large wheel diameter • Comprehensive lighting system: 10 W Front LED Light, front and rear turn signal, daytime running light, brake tail light, multifunctional atmosphere lights on both sides <ul style="list-style-type: none"> • Unlock with a smart device with NFC, Bluetooth, or Password • Built-in Type C power supply, make your electronic device fully charged anytime, anywhere <ul style="list-style-type: none"> • IPX5 Water-Resistant | | |



Basic Information

Product

P65

P100S

Positioning

Urban Cruise e-Scooter
High quality commuting

City Crossover e-Scooter
High performance and high quality commuting +crossover

Highlight

Excellent performance

- 500 W brushless motor, 40.4 miles (65 km) top range, 21.7 mph (35 km/h) top speed, 22% climb slopes
- 10.5 inch ultrawide tires with strong obstacle crossing ability
- IPX5 Water-Resistant

Perfect design for full control

- Higher stem, wider handlebars, and larger footboard bring a safer and ultimate riding experience
- The footboard with larger area and the newly added rear assist board to ensure acceleration safety
- Wider handlebar and palm rest make you feel more comfortable

User-friendly and intelligent interaction

- The dashboard display is more intuitive and comprehensive
- The left & right buttons constitute an agile interactive experience
- NFC, Bluetooth, Password three unlocking methods
- The built-in Type C power supply, make your electronic device fully charged anytime, anywhere
- Charging port design is more convenient

Protect your travel safety

- The original silica automobile grade all season tire (SegPower CrossSeason) increases snow grip, improves tracking performance, and provides an extra long range
- Pneumatic self-sealing tires can withstand multiple punctures without tire deflation
- Front wheel dual piston disc brake and rear wheel electronic brake
- Intelligent alarm system keeps you safe all the time

Comprehensive lighting system

- 10W Front LED Light, front and rear turn signal, daytime running light, brake tail light, multifunctional atmosphere lights on both sides

Segway branding identification: Simply Moving slogan

Excellent performance

- 650 W brushless motor, 62.1 miles (100 km) top range, 26.7 mph, 23% climb slopes
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Comprehensive lighting system

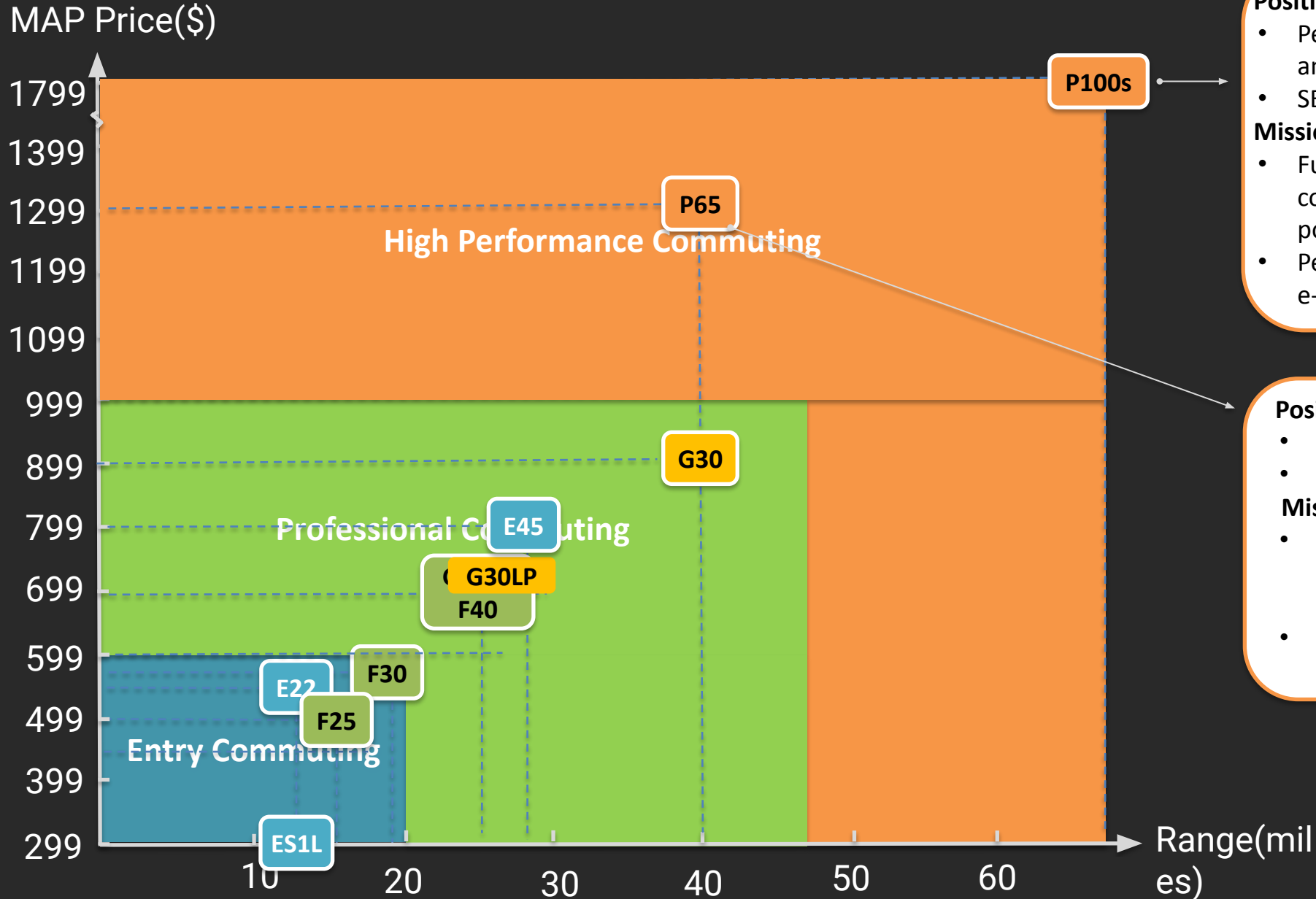
- 10W Front LED Light, front and rear turn signal, daytime running light, brake tail light, multifunctional atmosphere lights on both sides, coolest Segway logo welcome projector light

Segway branding identification: Coolest Segway logo welcome projector light /Simply Moving slogan

Product specs

| | P65 | P100S |
|---------------------------------|---|---|
| |  |  |
| Price (TBD) | | |
| Max. Speed | 21.7 mph (35 km/h) | 26.7 mph (43 km/h) |
| Typical Range | 40.4 miles (65 km) | 62.1 miles (100 km) |
| Acceleration | / | 4.3S (0-15 mph) |
| Max. Slope (75kg) | 12.5° /22% | 13° /23% |
| Battery Nominal Capacity | 561 Wh | 1200 Wh |
| Charge Time | 4h | 7h |
| Tire Type | Self-sealing pneumatic tires | Self-sealing pneumatic tires |
| Tire size | 10.5 inch | 10.5 inch |
| Power | 500 W(Max 980W) | 650 W(Max 1350W) |
| IP Rating | IPX5 | IPX5 |
| Lighting | 10W LED front light, turn signal | 10W LED front light, turn signal |
| Unlocking | NFC/Bluetooth/Password | NFC/Bluetooth/Password |
| Tail Light | Yes | Yes |
| Atmosphere | Yes | Yes |
| Payload | (264.6 lbs) 120 kg | (264.6 lbs) 120 kg |
| Weight | (58 lbs) 26.3 kg | (72.5 lbs) 32.9kg |
| Suspension | Tire shock absorption | Tire shock absorption+ Front and rear double suspension shock absorption |
| Brake | Front wheel dual piston disc brake + rear wheel electronic brake | Front & rear wheel dual piston disc brake + rear wheel electronic brake |

Positioning



P100s

Positioning-City Crossover

- Perfect combination of commuting and crossover
- SEGWAY high performance product

Mission:

- Fulfill SEGWAY ultra long range commuting e-scooter product portfolio internally.
- Penetrate and seize the high-level e-scooter market

P65

Positioning-Urban Cruise

- High quality commuting
- SEGWAY entry level product

Mission:

- Fulfill SEGWAY mid-to-high commuting e-scooter product portfolio internally.
- Seize mid-to-high e-scooter market under \$1000/€1000

Segway Electric Scooter P65



Slogan:

The New Standard For Commuting

Segway Electric Scooter P65

General overview



Unfolded Size L×W×H 1190*634*1214mm

Folded Size L×W×H 1190*634*567 mm

Net Weight (58 lbs) 26.3 kg

Ground Clearance 79mm

Segway Electric Scooter P65

Highlight



Excellent Performance

Powerful motor:

21.7 mph (35 km/h) top speed, 500 W brushless motor, max power up to 980W, improve your riding pleasure

Large range assurance:

40.4 miles (65 km) top range can easily meet the commuting needs within a 10km life circle, no need to charge everyday

Premium riding experience:

10.5 inches ultrawide tires bring excellent crossing ability and 22% climb slopes ability to help you conquer all kinds of road conditions

Reliable wet weather riding ability:

IPX5 Water-Resistant, can be used in puddles and rain

Segway Electric Scooter P65

Highlight



Perfect design for full control

Upgraded body design:

Higher stem(101cm), wider handlebars(68.4cm), and larger footboard (990cm²) bring a safer and ultimate riding experience

Upgraded footboard design :

The footboard with larger area and the newly added rear assist board ensure acceleration safety

Upgraded handlebar design :

Wider anti-slip handlebar and palm rest make you feel safer and more comfortable

Segway Electric Scooter P65

TPE Material Handlebar

Soft touch, corrosion-resistant and environmentally friendly

Anti-slip Handlebar

The unique handlebar design can effectively prevent slip in bumpy road

Anti-slip Pattern

Special pattern can effectively increase friction and avoid slipping



Segway Electric Scooter P65



Segway Electric Scooter P65

Highlight



User-friendly and intelligent interaction

Simple and clear:

The dashboard display is more intuitive and comprehensive

Flexible operation:

The left & right buttons constitute an agile interaction

Convenient charging:

Charging port design is more convenient

Smart unlock:

Unlock with a smart device with NFC, Bluetooth, or Password

Power supply at anytime:

The built-in Type C power supply, ensures your electronic devices fully charged anytime, anywhere



Segway Electric Scooter P65



The P65E/P65D/P65I/does not have the cruise function icon on screen



Electronic Horn

Turn Signal

Multifunction Button:
Front Light/Cruise Mode ①
/ Assist Mode/Confirm
Password

NFC Induction Area

Power on/off

Mode Switch

Throttle

Card key/Phone NFC touch unlock
iOS and Android user can watch teaching video
via APP to setting phone NFC



①The P65E/P65D/P65I/does not have the cruise function, and the cruise mode is replaced by assist mode

Segway Electric Scooter P65

Handlebar Functions



| Name | Function | Operation Method | |
|----------------------|-----------------------------------|---|---|
| | | P65U/P65A | P65E/P65D |
| Power Button | Power on/off | Press the Power Button to power on the scooter. Press and hold to power it off. | |
| | Wake up the screen | Press the Power Button to wake up the screen when the screen automatically dims. | |
| Multifunction Button | Turn on/off cruise mode | Press the Multifunction Button to turn on the cruise mode, and the scooter will cruise at a constant speed. Press again to turn it off. | Do not have cruise mode |
| | Enter/Exit Assist mode | When the scooter is at a complete stop, twist and hold Throttle in five seconds to enter assist mode (0-5km/h), press left brake lever to exit. | When the scooter is at a complete stop, press the Multifunction Button to enter assist mode (3-5km/h), press again to exit. |
| | Turn on/off the headlight | Rotate the Multifunction Button clockwise/counterclockwise to turn off/on the headlight. | |
| | Confirm password | When the scooter is locked, input password by Turn Signal Button and press the Multifunction Button to confirm password. | |
| Throttle | Speed up | Twist the throttle to speed up. | |
| NFC Induction Area | NFC card to power on/off | In the power off state, put NFC card close to the NFC induction area to power it on; In the power on state, put NFC card close to the NFC induction area to power it off. | |
| | NFC card to unlock | When the scooter is locked, put NFC card close to the NFC induction to unlock it. | |
| Horn Button | Turn on the horn | Press the Horn Button, the scooter will beep once. | |
| Mode Switch Button | Mode switching | Double click Mode Switch Button to switch between speed modes. | |
| Turn Signal Button | Turn on/off the left/right signal | Press the left/right side of the Turn Signal Button, the left/right turn signal will turn off after five seconds. | |
| | Input lock password | Press the left/right side of the Turn Signal Button, control number minus/plus to input lock password. | |

Segway Electric Scooter P65



Highlight

Protect Your Travel Safety

SegPower CrossSeason Tire:

The original silica automobile grade all season tire (SegPower CrossSeason) increases snow grip, improves tracking performance, and provides extra long range. Pneumatic self-sealing tires can withstand multiple punctures without tire deflation.

Double braking protection for more stability:

Front wheel dual piston disc brake and rear wheel electronic brake, double security.

Intelligent warning:

Intelligent alarm system keeps you safe all the time.



P Series

Original Silica Automobile Grade All Season Tires



SegPower CrossSeason

Performance advantages

- Improve braking performance and shorten braking distance in dry wet land
- Improve snowfield braking performance and shorten snowfield braking distance
- Improve endurance performance
- Improve tire grip to prevent sideslip
- Improve water escape ability to prevent hydroplaning

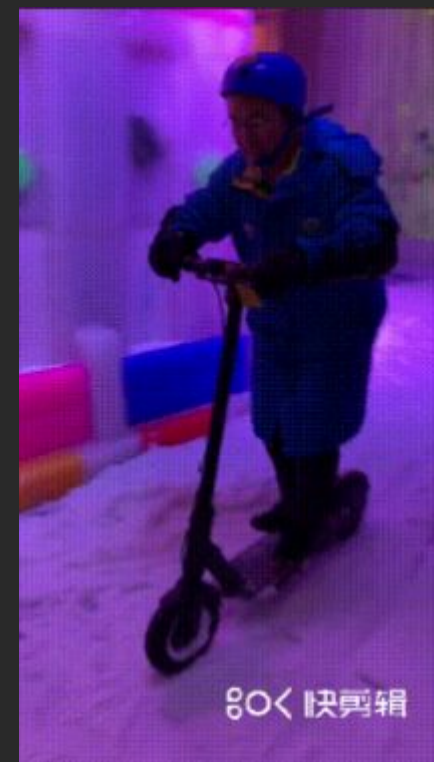
SegPower CrossSeason (Trademark registration in progress)

Outstanding tracking performance takes you through all seasons with safe and comfortable ride



Conventional Tire

Sideslip when riding in snowfield



P series Tire

Increase tire grip and solve sideslip problems

Segway Electric Scooter P65

Highlight



Multifunctional Atmosphere Light

App settings RGB colors
Simultaneously flash with turn signals
and alarm system

Aluminum Alloy Wheel Hub

Dual piston Disc Brake



Segway Electric Scooter P65



Aluminum Alloy Wheel Hub

Electronic
Brake

Segway Electric Scooter P65

Highlight



Comprehensive Lighting System

Safe:

10W front LED Light, front and rear turn signal, daytime running light, brake tail light protect your safety in 360-degree

Good-Looking and Smart:

Multifunctional atmosphere lights on both sides: indicate charging status, simultaneously flash with turn signals and alarm system

*The P65D has no turn signal and atmosphere light

Segway Electric Scooter P65



Turn Signal

Type C Port

The output of 5V2A can meet the charging demand of digital products during travel; The port is located under the display to have effective protection from rain

Turn Signal

10W ultra bright headlight

Daytime Running Light

The high brightness of the new 10W headlight effectively improves the safety of riding at night.

* According to EN17128: The headlights and daytime running lights cannot be on at the same time

*The P65D has no turn signal and atmosphere light

P 65

Night Lighting Effect



Segway Electric Scooter P65

Highlight



One-step Folding Mechanism

Easily folded and carried within 3 seconds.



Segway Electric Scooter P65

Highlight



Segway Branding Identification



Segway leads the technology innovation of micro-mobility, bringing customers ultimate ride experience

P65 Package Design



Segway Electric Scooter P100S



Slogan:

Unleashed Power Of Segway

Segway Electric Scooter P100S

General overview



Unfolded Size L×W×H 1184*634*1287mm

Folded Size L×W×H 1184*634*640mm

Net Weight (72.5 lbs) 32.9kg

Ground Clearance 153mm

Segway Electric Scooter P100S



Highlight



Excellent Performance

Powerful motor:

26.7 mph (43 km/h) top speed, 650 W brushless motor, max power up to 1350W, improve your riding pleasure

Large range assurance:

62.1 miles (100 km) top range can easily meet the commuting needs within a 15km life circle, no need to charge everyday

Comfortable suspension:

Front and rear double suspension shock absorption can effectively alleviate the impact of obstacles such as steps, gravel roads, speed bumps and improve driving comfort

Premium riding experience:

10.5 inches ultrawide tires bring excellent crossing ability and 23% climb slopes ability to help you conquer all kinds of road conditions

Reliable wet weather riding ability:

IPX5 Water-Resistant, can be used in puddles and rain

Segway Electric Scooter P100S



F&R Double Suspension

Segway Electric Scooter P100S

Highlight



Perfect design for full control

Upgraded body design:

Higher stem(101cm), wider handlebars(68.4cm), and larger footboard (990cm²) bring a safer and ultimate riding experience

Upgraded footboard design :

The footboard with larger area and the newly added rear assist board ensure acceleration safety

Upgraded handlebar design :

Wider anti-slip handlebar and palm rest make you feel safer and more comfortable

Segway Electric Scooter P100S

TPE Material Handlebar

Soft touch, corrosion-resistance, and environmentally friendly

Anti-slip Handlebar

The unique handlebar design can effectively prevent slip in a bumpy road

Anti-slip Pattern

The special pattern can effectively increase friction and avoid slipping



Segway Electric Scooter P100S



Reflector

Charging port

The charging port is moved above the footboard, water-proof, and more convenient for charging

222mm

Rear Assist Footboard

Newly added rear assist board to ensure acceleration safety

Folding Buckle

Tail light

Reflector

Turn Signal

Larger Footboard (990cm²)



Segway Electric Scooter P100S

Highlight



User-friendly and intelligent interaction



Simple and clear:

The dashboard display is more intuitive and comprehensive

Flexible operation:

The left & right buttons constitute an agile interactive experience

Convenient charging:

Charging port design is more convenient

Smart unlock:

Unlock with a smart device with NFC, Bluetooth, or Password

Power supply at any time:

The built-in Type C power supply, ensures your electronic devices fully charged anytime, anywhere

Segway Electric Scooter P100S



Charging indication



Battery level: high



Battery level: medium



Battery level: low

Segway Electric Scooter P100S



The P65E/P65D/P65I/does not have the cruise function icon on screen



Electronic Horn

Turn Signal

Multifunction Button:
Front Light/Cruise Mode ① /
Assist Mode/Confirm Password

① The 100SU does not have the cruise function, and the cruise mode is replaced by assist mode

Power on/off

Mode Switch

NFC Induction Area

Throttle

Card key/Phone NFC touch unlock
iOS and Android user can watch teaching video
via APP to setting phone NFC

Folding Buckle

Segway Electric Scooter P100S

Handlebar Functions



| Name | Function | Operation Method | |
|----------------------|---|---|---|
| | | P100SU | P100SE |
| Power Button | Power on/off | Press the Power Button to power on the scooter. Press and hold to power it off. | |
| | Wake up the screen | Press the Power Button to wake up the screen when the screen automatically dims. | |
| Multifunction Button | Turn on/off cruise mode | Press the Multifunction Button to turn on the cruise mode, and the scooter will cruise at a constant speed. Press again to turn it off. | Do not have cruise mode |
| | Enter/Exit Assist mode (Turn on assist mode via APP) | When the scooter is at a complete stop, twist and hold Throttle in five seconds to enter assist mode (0-5km/h), press brake lever to exit. | When the scooter is at a complete stop, press the Multifunction Button to enter assist mode (3-5km/h), press again to exit. |
| | Turn on/off the headlight | Rotate the Multifunction Button clockwise/counterclockwise to turn off/on the headlight. | |
| | Confirm password | When the scooter is locked, input password by Turn Signal Button and press the Multifunction Button to confirm password. | |
| Throttle | Speed up | Twist the throttle to speed up. | |
| NFC Induction Area | NFC card/Phone NFC to power on/off | In the power off state, put NFC card/Phone NFC close to the NFC induction area to power it on; In the power on state, put NFC card/Phone NFC close to the NFC induction area to power it off. | |
| | NFC card/Phone NFC to unlock | When the scooter is locked, put NFC card close to the NFC induction to unlock it. | |
| Horn Button | Turn on the horn | Press the Horn Button, the scooter will beep once. | |
| Mode Switch Button | Mode switching | Double click Mode Switch Button to switch between speed modes. | |
| Turn Signal Button | Turn on/off the left/right signal | Press the left/right side of the Turn Signal Button, the left/right turn signal will turn off after five seconds. | |
| | Input lock password | Press the left/right side of the Turn Signal Button, control number minus/plus to input lock password. | |

Segway Electric Scooter P100S

Highlight



Protect Your Travel Safety

SegPower CrossSeason Tire:

The original silica automobile grade all-season tire (SegPower CrossSeason) increases snow grip and improves tracking performance and extra long range

Pneumatic self-sealing tires can withstand multiple punctures without tire deflation

Double braking protection for more stability:

Front wheel dual piston disc brake and rear wheel electronic brake, double security protection

Intelligent warning:

Intelligent alarm system keeps you safe all the time

P Series

Original Silica Automobile Grade All Season Tires



SegPower CrossSeason

Performance advantages

- Improve braking performance and shorten braking distance in dry wet land
- Improve snowfield braking performance and shorten snowfield braking distance
- Improve endurance performance
- Improve tire grip to prevent sideslip
- Improve water escape ability to prevent hydroplaning

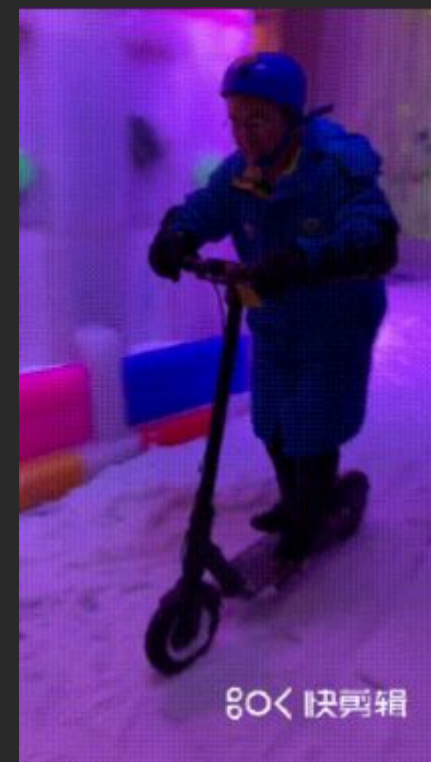
SegPower CrossSeason (Trademark registration in progress)

Outstanding tracking performance takes you through all seasons with safe and comfortable ride



Conventional Tire

Sideslip when riding in snowfield



P series Tire

Increase tire grip and solve sideslip problems

Segway Electric Scooter P100S



Highlight

Multifunctional Atmosphere Light

App settings RGB colors
Simultaneously flash with turn signals and alarm system

Aluminum Alloy Wheel Hub

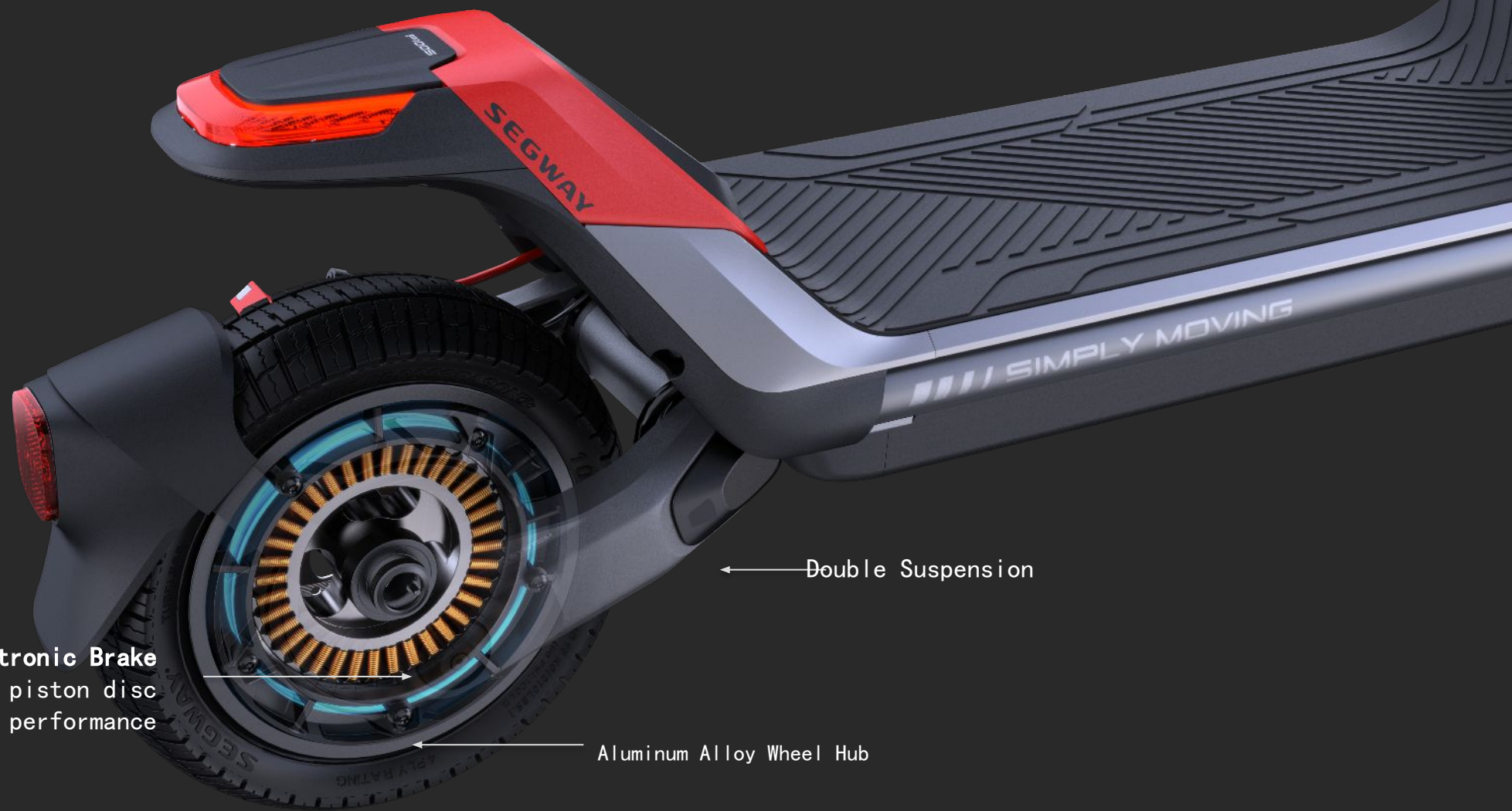
Dual piston Disc Brake

Double Suspension

(12° Torsion angle)
Front and rear double suspension to deal with complex road conditions



Segway Electric Scooter P100S



Dual piston Disc Brake+ Electronic Brake
Front and rear dual piston disc brake, better braking performance

← Double Suspension

← Aluminum Alloy Wheel Hub

Segway Electric Scooter P100S

Highlight



Comprehensive Lighting System

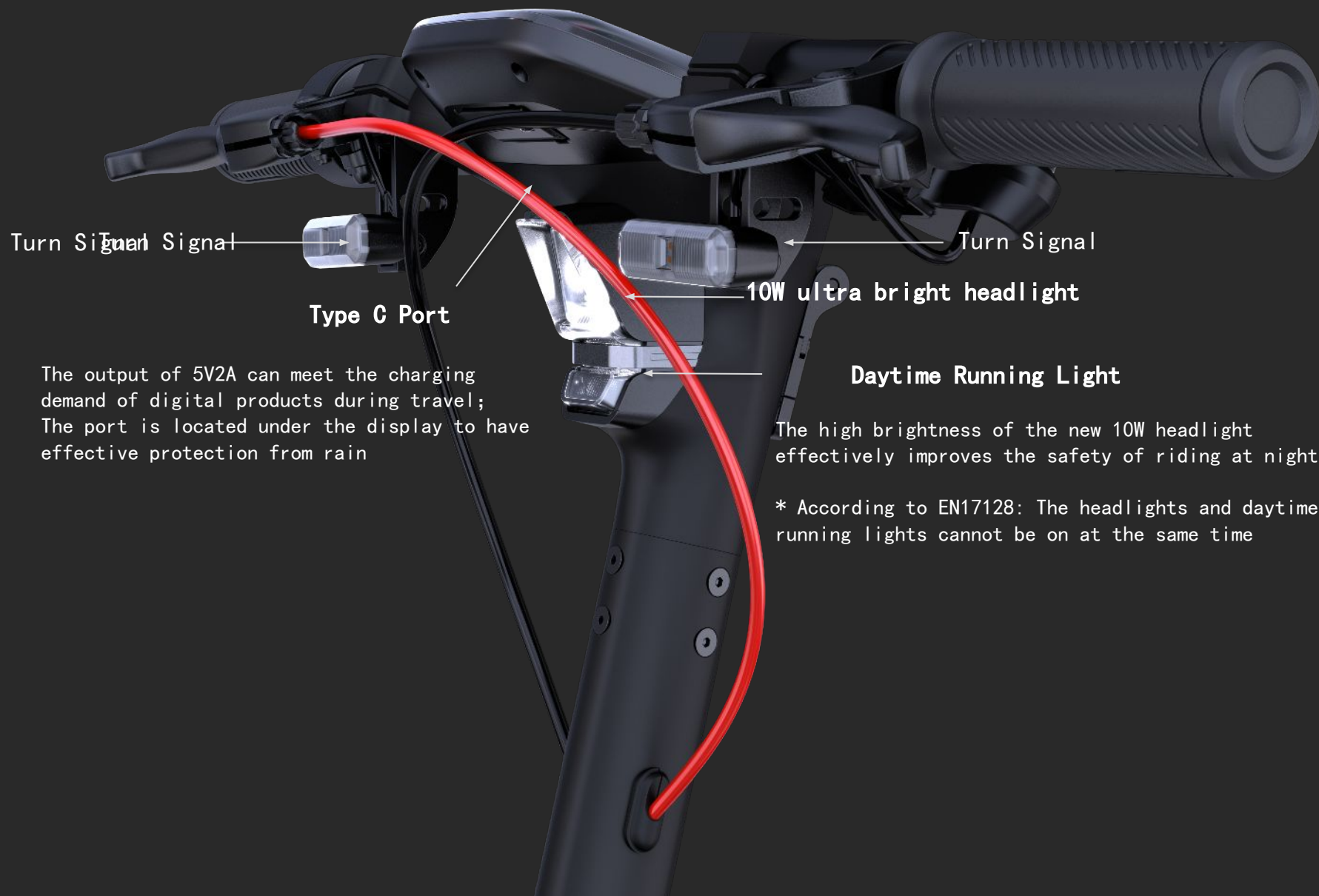
Safe:

10W front LED light, front and rear turn signal, daytime running light, brake tail light protect your safety in 360-degree

Good-Looking and Smart:

Coollest Segway logo welcome projector light shows your personality
Multifunctional atmosphere lights on both sides: indicate charging status;
simultaneously flash with turn signals and alarm system

Segway Electric Scooter P100S



Turn Signal

Turn Signal

Type C Port

10W ultra bright headlight

Daytime Running Light

The output of 5V2A can meet the charging demand of digital products during travel; The port is located under the display to have effective protection from rain

The high brightness of the new 10W headlight effectively improves the safety of riding at night.

* According to EN17128: The headlights and daytime running lights cannot be on at the same time

P100S

Night Lighting Effect



P100S

Night Lighting Effect



P100S only

Segway Logo Welcome Projector Light



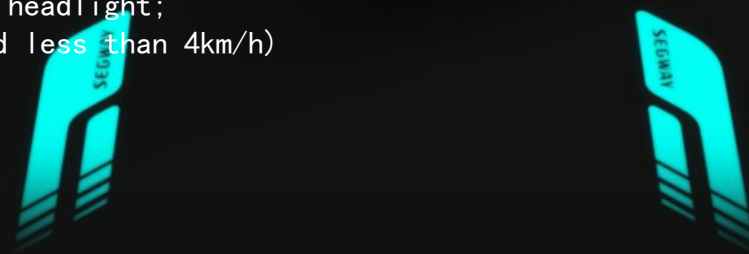
Turn-on/ Turn-off/Flashing mode settings on APP;
Factory setting: turns on and off together with the headlight;
Keeps on when riding and flashes when parking (speed less than 4km/h)

P100S only

Segway Logo Welcome Projector Light



Turn-on/ Turn-off/Flashing mode settings on APP;
Factory setting: turns on and off together with the headlight;
Keeps on when riding and flashes when parking (speed less than 4km/h)



Segway Electric Scooter P100S

Highlight

One-step Folding Mechanism

Easily folded and carried within 3 seconds.

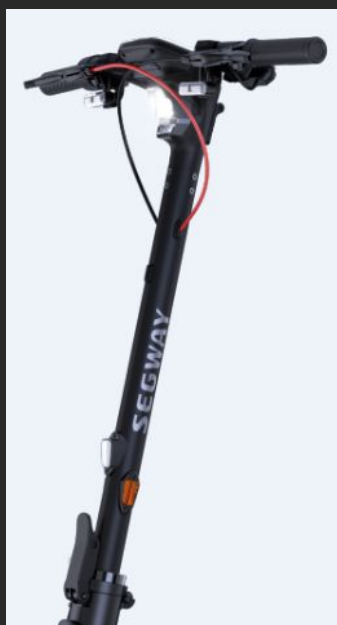


Segway Electric Scooter P100S

Highlight



Segway Branding Identification



Segway leads the technology innovation of micro-mobility, bringing customers ultimate ride experience.

P100S Package Design



-  Strong Motor Power
Forte puissance du moteur
-  Ergonomic Design
Design ergonomique
-  Comfortable handlebar grip
Poignée de guidon confortable
-  Better Interactive System
Meilleur système interactif
-  Upgraded lighting effects
Effets d'éclairage améliorés
-  10.5 inch Self-sealing tubeless tire
Pneu tubeless auto-obturant de 10,5 pouces
-  Front & Rear Trailing Arm Suspension
Suspension à bras oscillant avant et arrière
-  100 km (62.1 miles) Durable Range
100 km (62.1 miles) d'autonomie durable

SEGWAY P100S
The product shown is for illustrative purposes only. The actual product may vary.
 L'image illustrée est à titre informatif seulement. Le produit réel peut varier.

最高淨重: 45kg
 最高速度: 25km/h
 最高續航: 40km

SEGWAY

Upgraded lighting effects / Effets d'éclairage améliorés

Upgraded lighting effects / Effets d'éclairage améliorés

100 km (62.1 miles) Durable Range / 100 km (62.1 miles) d'autonomie durable

100 km (62.1 miles) Durable Range / 100 km (62.1 miles) d'autonomie durable

Ergonomic Design / Design ergonomique

Ergonomic Design / Design ergonomique

Better Interactive System / Meilleur système interactif

Better Interactive System / Meilleur système interactif

Strong Motor Power / Forte puissance du moteur

Strong Motor Power / Forte puissance du moteur

Front & Rear Trailing Arm Suspension / Suspension à bras oscillant avant et arrière

Front & Rear Trailing Arm Suspension / Suspension à bras oscillant avant et arrière

10.5 inch Self-sealing tubeless tire / Pneu tubeless auto-obturant de 10,5 pouces

10.5 inch Self-sealing tubeless tire / Pneu tubeless auto-obturant de 10,5 pouces

Comfortable handlebar grip / Poignée de guidon confortable

Comfortable handlebar grip / Poignée de guidon confortable

最高淨重: 45kg
 最高速度: 25km/h
 最高續航: 40km

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Part Two

Product Target Audience

Target Audience



| Product | P65 | P100S |
|---------------|--|--|
| Positioning | Urban Cruise e-Scooter High quality commuting | City Crossover e-Scooter High performance and high quality commuting +crossover |
| Slogan | The New Standard For Commuting | Unleashed Power Of Segway |
| User Segement | <ul style="list-style-type: none">• Mainly European and American urban population• High income and high consumption groups• Willing to pay for high-end brands, high-quality and high-performance products• Have higher requirements for life, fashion and product quality• Pursue high-quality and comfortable driving experience | <ul style="list-style-type: none">• Mainly European and American urban population• High income, high consumption and personality• Willing to pay for high-end brands, high-performance products & ultimate experience• Like to break the rules and explore different scenes around the city• Pursue more extreme, rich and exciting driving experience |
| Scene | Commuting+ Entertainment | Commuting+ crossover, regardless of the weather |
| Age | 18-45 | 18-45 |
| Gender | 80% Male 20% Female | Male |

Customer Segmentation P65



Mike

Gender: Male

Age: 35

Occupation: White collar

Income: 120K USD/year

Marital Status: Any

Lives at: City Periphery

Works at: Office within range of e-scooter

Hobbies:: 3C product, movies, sport

Hangs out at: Nearby locations - café, park, beaches

Purchase motives: Premium specs, brand, social status

WHY TARGET THIS SEGMENT?

- Daily need - transportation to/from work
- Customer volume
- Purchasing power
- Open-minded towards technology
- Volume of customers who are first-time buyers
- Volume of customers who want to upgrade due to upward mobility



Customer Segmentation P100S



Jason



Gender: Male

Age: 28

Occupation: KOL

Income: 150K USD/year

Lives at: Urban metropolitan centers

Works at: shared space

Hobbies: live show, creative pursuits, sport

Hangs out at: Bar, mall, gym

Purchase motives: Premium specs, brand, social status, thrill-lifestyle

WHY TARGET THIS SEGMENT?

- Daily need - transportation to/from work
- Customer volume
- Purchasing power
- Open-minded towards technology
- Love athletic / thrill-oriented experiences