



## **First Segway HT dealership in Northern California opens in the East Bay.**

*First Segway HT dealership in Northern California opens in the East Bay.*

Livermore, CA ([PRWEB](#)) July 21, 2004 -- Segway of the East Bay dba: California Speed-Sports in Alameda County, today announced that they have established the first Segway Human Transporters Dealership in Northern California. The announcement was made at the World SuperBike Races held at Laguna Seca. Segway of the East Bay is Northern California's first and only facility to educate people about the benefits of the alternative fuels, alternative fuel vehicles (AFVs), clean burning scooters, and innovative transportation options like the Segway Human Transporter.

The Segway HT is the first self-balancing, electric transportation device designed for short-distance travel. California is one of 40 states (and the District of Columbia) that enacted legislation to allow use of the Segway HT on sidewalks and bike paths. Since first becoming available to the public just six months ago, individual owners have been using the device to commute, run errands and replace short car trips. In addition, commercial customers including police departments, manufacturing facilities and municipal organizations are utilizing the Segway HT to increase productivity in the workplace.

Now Northern Californians can experience the Segway HT first hand, purchase machines and participate in product orientation at Segway of the East Bay sales showroom.

"We are very excited to have the opportunity to demonstrate and sell the innovative Segway HT at Segway of the East Bay," said Gregg Williams, President of California Speed-Sports, Inc. "This relationship with Segway certainly complements and advances what we are trying to achieve here at California Speed-Sports, which is to showcase alternative fuel devices, fuel efficient, clean burning scooters and unique transportation options that can help all of us achieve a cleaner environment, less traffic, all while saving money and having fun doing it!"

The Segway HT is a zero-emissions device that uses only about 10 cents of energy a day to operate. The Segway business was founded by renowned inventor and entrepreneur Dean Kamen. Because it's electric, using the Segway HT can help reduce pollution, while riders avoid Northern California's traffic, high gas prices and parking problems.

We are thrilled that people in Northern California will finally be able to check out the Segway HT and learn about its environmental and economic benefits in an atmosphere devoted to the acceptance of alternative fuels, fuel efficient vehicles and alternative transportation devices," said Monique Apter, Regional Manager for Segway. "The staff at Segway of the East Bay has a unique understanding of alternative transportation options and how to introduce them to the public and has been doing so for a long time."

Segway of the East Bay (California Speed-Sports) will begin selling the Segway HT i Series for \$4495 and the p Series for \$3995 immediately.

About California Speed-Sports, Inc.

California Speed-Sports was founded in 1996 and is 2nd largest full line Aprilia and Moto Guzzi Motorcycle/Scooter Dealership in the United States. The company specializes in alternative transportation devices, fuel efficient vehicles and alternative fuel vehicles (AFV). For information on California Speed-Sports,



visit [www.speed-sports.com](http://www.speed-sports.com) or call (925)606-1998

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