

Segway Announces Aroluxe Marketing as Agency of Record

Written by Australian Business

BEDFORD, NH, August 30, 2014 **/24-7PressRelease/** -- Segway Inc. (Segway) announces that it has selected Aroluxe, an integrated marketing agency to serve as its agency of record. As the world's leading provider of personal electric transportation, Segway will use Aroluxe's capabilities to bring uniformity and a fresh direction to the growing brand through the strategic development and launch of creative campaigns, new sales and dealer support, demand generation programs, and a robust responsive ecommerce website.

"As we move our brand forward into new and emerging EV segments, we wanted a partner who could take our vision of redefining the green personal transportation market, bring it to life, and then amplify that vision across all channels" said Brian Buccella, Vice President, Marketing of Segway, Inc. "For us, there's no doubt that we made the right decision. We look for passion and creativity, and Aroluxe has a surplus of both"

"Being selected to help a global company like Segway transition into a more agile, performance and data driven era is a huge accomplishment", said Joshua Camp, CTO, Aroluxe LLC. "To have our small agency selected to partner with such a massive, international brand, we feel that speaks volumes about our team, creativity, and business model. We are very honored."

About Segway Inc. Segway Inc., based in Bedford, New Hampshire, USA is the world's leading provider of personal electric transportation. Its international network currently includes more than 250 distributors, dealers and experience center retail points in 80 different countries. For more information, visit <http://www.segway.com>

About Aroluxe Aroluxe is an integrated marketing agency located in Nashville, TN. Aroluxe creates world-class brands, provides enterprise web and application development, strategic campaign development and execution, social media, SEO advertising and management and supporting services. Aroluxe has years of experience providing top-notch brand development services to top quality companies. For more information about Aroluxe please visit Aroluxe.com or email info@aroluxe.com