



data directions inc.

May 31, 2009

Ms. Carol Valianti
Vice President, Marketing
Segway, Inc.
14 Technology Boulevard
Bedford, NH 03110

Dear Ms. Valianti:

I am writing this letter in support of your consideration for the City of Richmond, Virginia as a pilot city for the General Motors and Segway, Inc's experimental P.U.M.A electric vehicle.

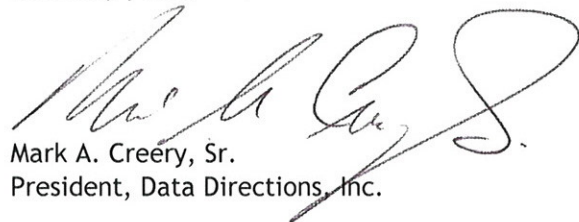
I am owner of Data Directions, Inc. We are a software development firm that has made Richmond our home since 1982. I have joined Buck Ward's citizen initiative, STIR (Sustainable Transportation Initiative of Richmond), to help educate the city and move forward projects that will help improve the city and through the adoption of new, eco-friendly transportation systems.

I find Richmond to be a great place to establish and nurture a business. The community support for new businesses is strong. The city is fortunate to have a great mix of dynamic city leadership, active business leadership, and a strong sense of community from its residents. This blend will work well with the focus of the P.U.M.A project in creating sustainable, alternative transportation models for increasingly congested cities concerned about the environment.

I think you will find that Richmond provides a great opportunity to test your new concept in a vibrant, active, mobile city with a unique mixture of transportation needs suitable for the P.U.M.A. Richmond is the home to Virginia Commonwealth University (VCU), a large, high density urban university that would appear to provide a fantastic test location for your new vehicle. In addition, Richmond's downtown, Shockhoe Slip and Shockhoe Bottom locations look to be ideal to help support the transportation needs in our congested corridors. Richmond also is home to several large planned communities with mixed residential, commercial, and retail that seems likely to provide ideal additional testing locations.

I look forward to learning more about this opportunity to help shape the future of transportation with P.U.M.A. Please don't hesitate to call if I can be of any help during your selection process.

Sincerely yours,



Mark A. Creery, Sr.
President, Data Directions, Inc.