

The Segway PT Improves Mobility and Customer Service at Framboisière Bellevue, a Raspberry Farm in Quebec

An Interview with Diane Cote, Owner

Q: How did you first learn about the Segway® Personal Transporter (PT)?

A: I first saw the [Segway PT](#) on a local morning show. I was instantly interested in learning more, went on-line and found that there was a Segway Distributor right here in Quebec.

Q: How large is the raspberry farm?

A: The raspberry farm is a beautiful property that sprawls across five acres.

Q: How did you travel throughout the farm before you implemented the Segway PT?

A: I either walked, which was tiring, or used a three-wheel, all-terrain vehicle (ATV), which was cumbersome and loud.

Q: What Segway PT model do you ride?

A: I use the [x2 model](#) on my raspberry farm. It's a great choice for off-road terrain.

Q: What about the PT's features and benefits initially interested you?

A: I really liked the fact that the PT was [green personal transportation](#), powered only by electricity. I also appreciated that it's so quiet and doesn't take away from my customer's experience. Finally, the fact that the PT features a zero turning radius allows me to maneuver in tight spaces. I can go anywhere on my PT!

Q: How many PTs are you currently using on the farm?

A: I have been using one [Segway x2](#) for about a year and I couldn't be happier with it!

Q: How do you use the PT for business?

A: Last season, I logged more than 400 kilometers (nearly 250 miles) on my PT. I ride it every single day during our pick-your-own raspberries season. It's a very busy time. We have hundreds of customers each day. The PT allows me to quickly and quietly travel throughout the farm in an environmentally-friendly way. I enjoy being able to conveniently welcome visitors, connect with customers and answer questions.

Q: How many hours per day do you use the PT?

A: I typically use the PT for 4+ hours a day. On a full charge it has a range of up to 19 kilometers (12 miles). Once I'm through for the day, I simply plug it in to recharge for the following day.

Q: Specifically how has the Segway PT benefitted your business?

A: The PT has impacted my business in so many positive ways. First and foremost, I'm more mobile — and I move in a quieter and more cost-effective manner. The ATV I previously used was incredibly loud, offered limited maneuverability and I spent quite a lot of money on gas. Secondly, the PT is far more approachable than an ATV. If customers have questions or need assistance they are comfortable approaching me. In fact, customers often want to know more about the PT and how it works. It's a real ice-breaker, a conversation starter.

Q: What do you like best about the Segway PT?

A: I like the PT because it has improved my mobility and productivity as well as the level of service I can offer my customers. In addition, I'm happy to be using a green product that features zero emissions on my farm. The bottom line is that my productivity has improved and I'm happier riding a Segway PT. More importantly, my customers are happier!

