



JOHN E. SMITH BIOGRAPHY

JOHN E. SMITH is a visionary mobility “change agent” and evolving leader who comes from a long line of passionate business owners charting their own paths.

An expatriate of the automotive marketing industry, John’s personal entrepreneurial path began on the trails of Northern Michigan over a decade ago. He and wife Megan, fell in love with Segway PTs while on a family trip. His life as an outdoor adventurer and business owner was born.

Since that momentous foray, John has exponentially grown as a leader in the Segway and personal mobility industry. In 2010 with a modest investment, 2 Segway PTs, and a partnership with local Michigan businesses, he initiated Seg Adventures LLC, operating Segway tours. In 2014, he established a second tour location in Tennessee; and in 2016 moved into full Segway retail ownership. Rebranded in 2017 as Great Lakes Segway, he opened the Company flagship store and service center in Walled Lake, Michigan in 2018. Great Lakes Segway is now the #1 U.S. Segway dealership and service center, and to date has served customers in 41 states for sales, service and repairs.

Catering to both individual consumers (“adventurers of all ages”) and enterprises, Great Lakes Segway focuses on riders and their families spanning all generations, as well as police departments, private security companies, first responders, university/college campuses, senior communities, large campus corporations and smaller businesses in extensive urban areas.

In 2021, John significantly expanded his company, opening Walled Lake Pedego, to supplement his line with Pedego electric bikes. Also, in 2021 he acquired Segway of Central Florida, and simultaneously established Pedego Mount Dora, Florida.

What drives John and his growing team? They are passionate about preserving the environment; contributing to more secure, communicative communities; empowering more efficient transport; and helping customers save significantly on transportation costs. They are also staunch believers in health and wellness, empowering people of all ages to expand horizons, and extend personal vistas. As John states, as he diligently builds this personal mobility brand (in the automotive-centric state of Michigan): “That’s how we roll.”

