



**SEGWAY®**

# CASE STUDY

Transit Drive-In Theatre  
Lockport, NY  
Rick Cohen - Owner



## THE CHALLENGE:

- Ensure drive-in theatre customers—across 30 acres, watching 5 movie screens in 5 parking lots—enjoy their experience
- Improve supervisors' mobility and efficiency
- Maintain a manageable, cost-effective staff size for a seasonal business

## THE SOLUTION:

Two Segway i2 PTs that:

- Enable drive-in theatre supervisors to quickly and easily travel throughout a large drive-in property, without fatigue, to address customer questions and concerns
- Empower supervisors to cover 9x times more area than they could on foot and move at up to 12.5 mph
- Empower seasonal staff to maximize their visibility and productivity

Rick Cohen, owner of Transit Drive-In Theatre in Lockport New York, first rode a Segway® Personal Transporter (PT) while visiting the Washington, DC area. He recalls, "I booked a Segway PT tour to explore the National Mall's monuments. I was instantly comfortable on the product and

**"I THOROUGHLY ENJOYED THE TOUR"** intrigued by its technology. I thoroughly enjoyed the tour, saw so much more of DC than I ever would've walking and I wasn't fatigued."

A few years later, a movie featuring the PT was playing at the drive-in theatre. Rick reached out to Rob Hausrath at the local Authorized Segway Dealer, Segway of Western New York, to pitch some cross promotional ideas. Before long Rob and Rick had come to an agreement – Rob would loan Rick a Segway i2 PT to promote the movie at the drive-in, but also asked that he truly evaluate the PT's features and benefits over a 2-week period. Rick commented, "My initial intention was to have some fun and promote the movie, however, I immediately began considering the possibility of using the Segway PT, as a true tool, at the theatre. In no time at all I was completely sold on the

added value the PT would bring to my business."

The drive-in spans 30+ acres and features 5 movie screens and parking lots. Rick adds, "I have a significant amount of ground to cover, which includes everything from pavement and ramps to packed dirt and grass, all of which the PT handles beautifully." It's important that Rick efficiently get around the property to connect with patrons, address questions and be certain all movie-goers are courteous to one another.

**"I HAVE A SIGNIFICANT AMOUNT OF GROUND TO COVER"**

For years Rick had been walking the property, which was tedious and tiring. "After the PT riding trial, I purchased a unit. It was a practical solution that made a huge difference in my customer service efforts. I was more efficient and approachable and, most importantly, I was able to quickly get to where I needed to be on the property." In addition, PTs help ensure that Rick's seasonal staff is visible and as productive as possible, which keeps payroll expenses manageable.

Two short seasons later, Rick purchased Segway's newest model, the i2 SE PT. Both he and

his 3 supervisors ride all season, from May through September, and each log up to 10 miles per night. Given that the PTs charge overnight, they are always at full-power and ready to go for a busy evening at the drive-in. Rick quips, "Everybody wants to ride! Riding a PT is hardly mundane. In fact, it can be great a morale booster for my supervisors. They can zoom around, address questions or concerns -- which keeps our customers happy and returning to the drive-in -- and they won't have sore feet at the end of the evening."

**"EVERYBODY WANTS TO RIDE!"**







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