CLAIMS:

1. A smoking article comprising:
   a rod of smokable material with a mouth end and a distal end remote from the mouth end, the rod comprising at least a first and a second segment, wherein the first segment has a distal end defining the distal end of the rod and the second segment is disposed downstream of the first segment, and
   a mouthpiece, which is attached to the mouth end of the rod,
   wherein the first segment comprises a first tobacco blend with a first level of an endogenous smoke constituent and the second segment comprises a second tobacco blend with a second level of the endogenous smoke constituent, wherein the second level of the endogenous smoke constituent is lower than the first level, and wherein the first tobacco blend includes a higher level of a smoke constituent inhibitor such as ammonia or an amino acid than the second tobacco blend~~.~~, wherein at least 30% by weight of the lamina material in the first segment is air cured burley tobacco.

2. The smoking article according to claim 1 wherein the endogenous smoke constituent is tobacco specific nitrosamine (TSNA).

3. The smoking article according to any one of the previous claims wherein the first segment comprises American blend tobacco.

~~4.The smoking article according to any one of the previous claims wherein at least 30% by weight of the lamina material in the first segment is air cured burley tobacco.~~

~~5.~~4. The smoking article according to any one of the previous claims wherein at least 30% by weight of the lamina material in the first segment is oriental tobacco.

~~6.~~5. The smoking article according to any one of the previous claims wherein the second segment comprises Virginia blend tobacco.

~~7.~~6. The smoking article according to any one of the previous claims wherein at least 90% by weight of the lamina material in the second segment is flue cured tobacco.

~~8.~~7. The smoking article according to any one of the previous claims wherein the first segment comprises a length which is greater than 25% of the length of the tobacco rod.

~~9.~~8. The smoking article according to any one of the previous claims wherein the mouthpiece comprises at least one filter element.

~~10.~~9. The smoking article according to any one of the previous claims wherein the rod of smokable material comprises a third segment disposed between the first and second tobacco segments.

~~11.~~10. The smoking article according to claim ~~10~~9 wherein the third segment comprises a third tobacco blend with a third level of the endogenous smoke constituent, the third level being between the first and second levels.

~~12.~~11. A method for producing a multi-segmented tobacco rod of smokable material, the method comprises:

supplying a wrapper material,

supplying at least a first and a second blend of smokable material, wherein the first blend comprises a first level of a endogenous smoke constituent, and the second blend comprises a second level of the endogenous smoke constituent, wherein the second blend comprises a lower amount of the endogenous smoke constituent than the first blend, ~~and~~ wherein the first tobacco blend includes a higher level of a smoke constituent inhibitor such as ammonia or an amino acid than the second tobacco blend~~.~~, and wherein at least 30% by weight of the lamina material in the first segment is air cured burley tobacco,

placing the first and second blends of smoking material in discrete segments in the wrapper material; and

wrapping the wrapper material around the smokable material, forming a tobacco rod.

~~13.~~12. The method according to claim ~~12~~11 further comprising wrapping the wrapper material directly around the first and second blends of smoking material.

~~14.~~13. The method according to claim ~~13~~12, further comprising supplying at least a first and a second inner wrapper material for wrapping the at least first and second blends respectively.