

## **WoW! effect**

**EICMA will see the christening of a new start-up focused on a zero-emissions two-wheel market and its first two e-scooters prototypes.**

*When a vision becomes a path to speed up the transition to urban power-driven mobility.*

*Milan, October 30, 2019* – Starting today, new effects will impact power-driven mobility, scooter sharing and delivery companies : WoW! effect has officially kicked off.

A new reality is born – WoW! S.r.L. – founded in 2019 by Diego Gajani, Bruno Greppi and Zeno Pellizzari, as well as its two power-driven e-scooters that are able to provide a 4.0 kW (L1e) and 6.0 kW (L3e) of maximum power.

EICMA, hall 18 and stand G78 will see the christening of this new start-up and its e-scooters.

A business project initiated by Diego Gajani – Wow! CEO with a past in strategic consulting and *founder* of new industrial undertakings – who, as a keen motorcyclist, careful and responsible innovator, has been sensing the potential of this market for the last two years and felt the need to conceive a new generation of «electric native» scooters.

By his side Bruno Greppi – WoW! *chief technical officer* – who is the designing brain of our new products, and boasts over thirty years' experience in the two-wheels sector: as an entrepreneur he founded *Braking* in 1990 and, from 2007, has been a designer of many e-scooters. Finally, Zeno Pellizzari, is a highly experienced manager from the field of international investment banking, as well as the media sector.

As Diego Gajani points out: «To achieve our WoW! vision – to help the world moving towards a more sustainable *green* future – we had to assemble a product capable of filling the gap, in the consumers' minds, between gasoline and electric».

Bruno Greppi adds: «That's why we decided to conceive a new product characterised by a modern, elegant and original design capable of competing with the best gasoline engine scooters in terms of performances, comfort, dimensions and price».

Two of WoW! models: Model 4 (L1e) and Model 6 (L3e) can assure high performances, mainly on acceleration and sprinting, thanks to engines able to produce a maximum power of 4.0 kW and 6.0 kW.

## **Main features**

### **Design**

A modern and technical look originally designed with full-led 100% lights and batteries placed at the sides of the rear seat.

### **Dimensions**

Bigger than most e-scooters currently on the market. 2007,20 mm. long, 725,42 mm. wide and 1167,65 mm. high, mirrors not included. Dimensions meant to ensure a high level of comfort.

### **Performances**

Both versions, Model 4 (dedicated to users aged 14 and up) and Model 6 (from 16 years), show higher performances compared to the existing e-scooters: 4.0 kW and 6.0 kW of maximum power, respectively. The middle e-motor, not in the back wheel, with a toothed belt drive, gives more power and a better distribution of weights.

### **Battery life and maximum speed**

130km for Model 4 (with the largest battery kit) and 110 km for Model 6.

An important range thanks to a 72V battery with capacity up to 46 Ah and 3,3 kWh. Maximum speed at 45 Km/h for Model 4 and 85 Km/h for Model 6.

### **Batteries**

2 lithium-ion batteries that present advantages in terms of security and performances. Batteries are placed externally, at both sides of the saddle of the rear seat, and can be removed only after the opening and lifting of the seat.

### **Helmet compartment**

Placed under the front seat and with a capacity of 70 litres is capable of housing two JET models. This compartment is accessible by means of a built-in fully electronic opening system, remotely managed or by the scooter key remote.

The realisation of two separate compartments for batteries and helmets, give the scooter a more pleasant look and allow easier access to both.

### **16 inch wheels**

Make the vehicle taller and more important and provide a greater urban driving comfort.

### **Reverse motion**

Low speed reverse motion is available and operated by a switch on the handlebar.

### **Battery recharging during braking**

A system allowing power generation while braking. In urban driving, especially, it is possible to save up to 15% of energy.

### **Regenerative braking system**

It is possible to use a full electronic braking system. An efficient recovery system of kinetic energy can recharge batteries while slowing down. A switch on the handlebar can activate this system.

These are ten outstanding features of new WoW! e-scooters!

Built and conceived in Italy as a solution to European urban mobility, Wow! is ready to go and make its debut on the Italian market as well as in the foreign markets of France, Spain and Germany.

Our first marketing objective is to be present, from summer 2020, through a distribution network, in 10 major cities of our target nations.

### **For more information**

#### **Wow! Press office**

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