

Electric scooters designed and made in Italy - WOW!

Described as the "100% Italian zero-emission brand", WOW used EICMA to announce its Italian designed, Italian made range of steel double cradle frame electric scooters with the debut of its 774 and 775 L1e and L3e WOW 774 and 775 models.

After an initial 'soft' launch on the Italian national market in July, WOW has acted quickly to capitalise on the positive press its convincing and robust design "green urban mobility" packages have attracted by additionally unveiling L1e and L3e delivery platforms.

The technology and design of the WOW line-up, which includes Eco, City and Sport driving modes and reverse, have been conceived by founder Diego Gajani to bring to Europe "a new concept in urban mobility" - it doesn't take long looking closely at the WOW platforms and talking to Diego to realise that central to that concept is quality.

The WOW 774 and WOW 775 are robust, durable, ergonomic urban street and traffic-friendly electric scooters that genuinely look as if they are made for riding and for surviving the downtown jungle.

Based around 50 km northeast of Milan (Saronno, VA), the new delivery platforms are purpose-specific evolutions of its urban electric scooters - the two iterations of those urban electrics give options for 14 year olds (the L1e 774) with a 4 kW battery that limits the speed to 45 km/h and the L3e 775, which has a 5 kW battery and reaches 85 km per hour.

The removable batteries need about five hours to fully recharge, allowing a range of 110 km for the WOW 774 and 95 km for the 775. A better equipped model with CBS (Combined Braking



System), both feature electronic braking as an alternative to disc brakes. Activated by a button, it transforms 80% of the kinetic energy into recharging the battery.

Full LED light clusters, a brand new, low centre of gravity housing for the batteries that makes 50 l underseat storage available for two helmets, 16-inch wheels (100/80 wide tyres at the front, 120/80 at the rear) and an integrated 10W USB socket for charging all electronic devices make these good value, feature-rich, but above all, strong electric scooters.

The synchronous and brushless motor sits in the swingarm, with the 15 kg/32 kWh or 18 kg/42 kWh batteries housed in an aluminium case, all wrapped up in a safe, stable steel double cradle frame - overall both models come in at under 100 kg.

Having launched in Italy initially, where they are being sold through Gajani's own Italy2Volt distribution operation, elsewhere he is seeking third party distribution partners - initially for the French, Spanish, Dutch, Belgian and German markets.

www.wowescooter.com

