



## ***Wow presents its 2023 electric news at EICMA***

***Two previews for the Saronno WOW! Factory : the powerful and versatile WOW 778S and the models 774 and 775 suitable for the charging station.***

*Milan Exhibition – Rho (MI), 8th November 2022* – For the 4th consecutive year WoW! is ready for the large International audience of EICMA. From 8th to 13th November, our Italian scooters will compete in Hall 15 Booth A50, **presenting 2 convincing statements: the sporty WOW 778s and the models WOW 774 e WOW 775 for charging stations.**

**With these 2 previews arriving in the first quarter of the new year, and with the definitive choice of the total insourcing of the product assembling process, a decision that will lead to a change of location from the beginning of 2023, WoW! raises its benchmark again in the electric scooter segment.**

The 79<sup>th</sup> edition of the international two-wheeler exposition will therefore present both **the sportiness of the new WOW778s and the functionality of the WOW774 and WOW775 for station charging.**

**The new WOW778s : power and versatility. When the gap between electric and endothermic narrows.**

With the debut of the **new 778s, which will be seen on our roads from next April**, the main features of the previous 775, both in terms of design and technology and dynamics, have been kept unchanged, **raising significantly the requirements of sportiness.**

**The new batteries, with cells capacity of 60 Ah will be fixed and they will offer an increase in the autonomy up to a distance of 100km; the maximum power will raise to 8kW, increasing by 3kW compared to the 775 model.**

**The maximum speed will reach 100 km/h.**

WOW! S.R.L.

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[www.wowescooter.com](http://www.wowescooter.com)



A significant detail will concern **the brake discs, which will have a “wave” shape, the front one will be oversized with a diameter of 240mm, and the single rear brake disc has been designed with a sporty setup.**

**The new WOW 778s will also be more sophisticated on an aesthetic level.**

**The color combination**, the only choice available, **will be grey/green**, with graphic green-fluo effects on the front and on also the aluminum battery holders on both sides of the back saddle.

The graphic effect between the grey mat color and the green-fluo chromatic effects, are being studied to express the main distinctive features of power and versatility of the model 778s, perfectly in tune with the dynamism and agile handling of the scooter.

The Market launch is scheduled for next April 2023, with a price between Euro 7.300 and 7.600.

**WOW 774 and WOW 775 with charging station: the choice to reload where and when you want**

The concept of individual mobility has been undergoing a deep transformation process for years. Increased traffic, increasingly stringent CO2 emission standards and rising fuel costs are challenges that the electric vehicles are able to overcome.

WoW!, whose vision is to help the world to move in the direction of a green, more sustainable future, wanted to build a product capable of bridging the gap, in the mind of consumers, between petrol and electric.

Today, in Saronno, a new solution of carefree urban mobility, for all people looking for a “green urban mobility” with a sure impact and usability, also includes the possibility of choosing an electric vehicle that can be recharged both at home, both to the fast charging stations usually used by battery-powered cars.

WOW 774 and WOW 775 with charging station will be all of this.

The two models L1e and L3e won't differ from the current standard versions, either from a cycling or performance point of view.



**The novelty will consist in the recharging system which will be carried out using with an on-board charger capable of charging both from a charging station with a Type 3A plug and with a normal domestic Shuko socket using a suitable adapter.**

The “Shame” cable, placed under the seat and approximately of 3 meters long, with a Type 3A plug, will charge at a power of 8 Ampere.

Starting from March 2023 WOW 774 and WOW 775 with charging station will be available in over 35 national dealers of the Italy2Volt network - [www.wowescooter.com](http://www.wowescooter.com) – in four colors variants, *red, white, matt grey, matt black*, starting with an indicative price of € 4.920 for WOW 774 version, up to 5.760 Euro for WOW 775.

All the prices are 22% VAT included, delivered Ex Works, 24 months of guarantee

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#### **Per ulteriori informazioni**

**Ufficio Stampa WOW – EICMA PAD. 15 – Stand A50**

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