



WoW! Chooses a new location to internalize the production, and looks with optimism to the future in Italy and abroad, forecasting an important growth to 1.200 scooters in 2023.

Lazzate (MB), APRIL 18th, 2023 – WoW! enters in the 4th year of life and, respecting the vision of wanting to bring a new concept of urban mobility made in Italy in Europe, it presents itself in a new headquarter, with an important production and assistance space and a reinforced workforce, to center ambitious growth targets.

A new creative and productive hub in the heart of Brianza, precisely in Lazzate (MB), capable of guaranteeing, over an area of more than 2.000 square meters, better interaction between R&D and production, and accurate management of all company functions: from sale to aftersales, from the workshop to marketing.

The heart of the headquarter has operational production line, already working, which currently ensures a production capacity of 250 unit/month. The preparation for a second line, capable of working in parallel if necessary, could potentially reach 500 units/month by the end of 2023.

From the numbers point of view, in 2022, 93% of the sales were focused on the domestic market, through 47 active points of sale in Italy, and 7% on Spain market.

<<Among the targets of the current year – underlines Diego Gajani, founder and CEO di WoW! – we estimate to double the sales on the Italian market, and to develop of the exports, which will cover 40% of the company's turnover, proposing a significant growth with milestone of 1200 vehicles>>.



<<To this end between the end of 2022 and the first months of 2023, we signed Distribution agreements in some of the main European countries, including Netherland, Belgium and Turkey, and we plan to close by May with France and Germany and by July with Switzerland, Austria, Czech Republic and Poland>>

In regard to the product, the goals of WoW! for the 2023 and the medium term will be twofold :

- Enlarging of the current range in 2023 with the sales of WOW 774 and WOW 775 with charging station and the new model WOW 778S both presented at Eicma 2022.
- Develop of a project for a NAKED bike with an indicative retail price of 10.000 Euro to be sold in 2024.

In terms of volume and value, the main product today is represented by WOW 775 (L3e homologation), which in the future will be joined by a more complete range of vehicles, naturally *Amazing Electric*.

Per ulteriori informazioni

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