



## ***Wow! accelerates in electricity and grows abroad:***

### ***now it's up to Germany***

*Lazzate (MB), 29th November 2023* – The Lombard company in the alternative mobility sector has entered into a partnership in the German market.

After the important landings, between late 2022 and early 2023, in Spain, Holland, Belgium and Turkey, Wow! has signed an agreement with Zero Center, a German company specialized in the distribution of green-mobility solutions.

The agreement concluded by Wow! is aimed at relying on a unique and exclusive importer and distributor with dedicated experience and recognition in the field of electric vehicles, with a view to extending the reference markets geographically, after the start of the year in five other European countries.

From the point of view of numbers, taking into account that in 2022 sales were focused almost entirely on the 40 stores on the national territory, and in 2023 there was a significant expansion towards several European markets, For 2024, growth is expected to be driven by foreign markets, with a turnover that will be represented by 35% of sales in Italy and 65% of exports.

This goal can be achieved both thanks to the increase in production capacity, today done internally, both the progressive development beyond national borders, and at full capacity can count on over 100 retailers, half of which in the two main markets of Spain and Germany.



From the point of view of volumes, currently the main product on the domestic market is the WOW 775, homologated L3e.

In international markets, however, there is a greater balance between the two models available, the 774 with L1e and the 775.

**Per ulteriori informazioni**

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