



FOR IMMEDIATE RELEASE
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SEW-EURODRIVE Launches Energy-Efficient DR Motor Series

New modular motor system offers more efficiency, performance and pricing options

Lyman, S.C.—SEW-EURODRIVE (www.seweurodrive.com), a leading global supplier of innovative drive automation solutions, announces the release of the new DR motor modular system, offering customers a single series with millions of drive combinations.

Available February 1, 2010, the modular DR motor is well suited for most any industry. The modular system allows users to specify exactly those options needed for any given application. Users in food, beverage, water and wastewater will find that the coating and sealing options keep these motors protected in wet environments in a wide range of temperatures. Automotive manufacturers rely on the many connector options to save time and ensure accuracy in installation and replacement. The variety of sensor and feedback options for speed, position and even brake wear are perfect for sophisticated electronic drive control systems found in packaging and logistics applications in many industries. Maintenance-friendly modular brakes, encoders and other options make retrofits and other field adjustments simple and fast in any market.

The DR motor meets and exceeds international energy standards and comes in three efficiency levels: DRS Standard Efficiency (IE1), DRE High Efficiency (IE2), and DRP Premium Efficiency (IE3), which meets EISA 2007 and NEMA Premium[®] standards for the USA and other energy standards in Canada, Australia and New Zealand. In addition to energy efficiency options, the DR motor also offers other customizable options, including brake size, cost-optimized encoders, and mounting type.

“A truly innovative motor, the new DR series was developed with over 30 years of product knowledge from the DT/DV series and the latest in technology, materials and design,” said Dave Ballard, Manager of Engineering and Marketing. “For years, SEW-EURODRIVE has provided the industry with highly efficient drives and gearmotors. Now, with the addition of the DR motor series, we provide optimal customization for cost savings and deliver even better total drivetrain efficiency.”

Providing simple configuration and ordering, the DR motor saves space and costs due to its compact design and also promotes an extended life from an environmental and regulatory perspective.



Customizable Options

Brakes: Inverter driven motors often don't require large brakes. To take advantage of this, up to three brake size options are available for each motor size. The ability to specify the brake size ultimately results in greater cost savings for the customer. Additionally, the series is equipped with a manual brake release, automatic or lockable, that can be easily field-adjusted to one of four different mounting positions.

Encoder: The new built-in encoder is fully integrated into the motor, making it more compact and less expensive. The encoder is installed between the endshield and the fan and is connected at the terminal box, so it can be easily retrofitted. Traditional HTL, sin/cos, or absolute mounted encoders are also available for high-precision applications.

Mounting: Now offering new mounting capabilities, the motor can be foot-mounted and/or flange-mounted with numerous through-hole or tapped-hole configurations. A NEMA C-face flange is also available.

Technical Features

- Horsepower:
 - DRS (Standard Efficiency): fractional HP
 - DRP (NEMA Premium[®] Efficiency): 1 – 50 HP
 - DRE (High Efficiency): 1 – 300 HP
- DRP (NEMA Premium[®] Efficiency): able to cycle thousands of times per hour
- Rotor cage material: copper and aluminum

For more information on the new DR motor line, please visit www.sewmotortruth.com or call Rich Mintz at 864.439.7537.

About SEW-EURODRIVE

Engineering excellence and customer responsiveness distinguish SEW-EURODRIVE, a leading manufacturer of integrated power transmission and motion control systems. SEW solutions set the global standard for high performance and rugged reliability in the toughest operating conditions. With its global headquarters in Germany, the privately held company has more than 13,000 employees with a presence in 47 countries worldwide. U.S. operations include a state-of-the-art manufacturing center, five regional assembly plants, more than 63 technical sales offices, and hundreds of distributors and support specialists. This enables SEW-EURODRIVE to provide local manufacturing, service and support, coast-to-coast and around the world. For more information, visit www.seweurodrive.com.

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