



NovaTorque, Inc. announces a new motor industry benchmark 7-year warranty

Fremont, CA — October 13, 2015 — NovaTorque, Inc. (www.novatorque.com) has introduced the motor industry's longest warranty for air handling applications: 7 years, more than doubling the standard warranty of other leading motor manufacturers.

"The most common motor failure mechanisms of general purpose AC induction motors including bearing and stator winding failure have long been understood. NovaTorque's unique motor design substantially mitigates these failure modes," states Ramon Guitart, Vice President of Engineering at NovaTorque.

Bearings used in the power ranges that NovaTorque offers (up to 20hp) are non-regreasable. The ultra high efficiency of the NovaTorque permanent magnet motor results in lower bearing temperature, typically 30 to 40 degrees C lower than the same bearing operating in the same environment in the same application in an AC induction motor. The lower operating temperature translates into significantly extended bearing life.

The stator electrical windings of the NovaTorque motor are bobbin-wound with no end-turns and no chance of phase-to-phase shorting due to insulation damage, as may occur during coil insertion in the lamination slots of induction and conventional permanent magnet motors. Further, the simple nature of the NovaTorque winding process does not stress the wire conductor during the winding operation. The entire stator is encapsulated to prevent vibration-induced stresses that may lead to wire fatigue. Additionally, NovaTorque stator windings do not share slots so the phase-to-phase voltages induced by dv/dt are minimized, preventing a leading cause of insulation breakdown.

"For the last several years, we have been successfully selling the industry's most energy efficient design. The superior efficiency, along with several other design attributes, yield a product superior in reliability and longer in life. Today, NovaTorque is proud to introduce the motor industry's longest warranty," states Scott Johnson, Vice President of Sales, NovaTorque.

Emily Liggett, NovaTorque CEO comments, "We are committed to leadership and innovation in everything we do at NovaTorque. We are thrilled to be in the position to take this very meaningful step in support of our customers."

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ABOUT NOVATORQUE, INC.

Based in Fremont, CA, NovaTorque is a producer of electronically commutated permanent magnet electric motors. The Company is dedicated to delivering the superior energy efficiency of permanent magnet motors at price points more comparable to the common AC induction motor. NovaTorque accomplishes this through an innovative, flux-focusing, design that allows for the use of ferrite rather than rare-earth magnets. The Company is an active member of the Air Movement and Control Association (AMCA) and National Electrical Manufacturers Association (NEMA).

For more information visit www.novatorque.com, call 510-933-2700, or email info@novatorque.com.