



For Immediate Release
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Nidec Motor Corporation's New U.S. MOTORS® Brand Vertical Pump Motor Is a Finalist For "Product of the Year"

St. Louis, MO (December 7, 2011)— [Nidec Motor Corporation](#) announced today that its new U.S. MOTORS® brand 5813 Frame Vertical Titan II motor is a finalist in *Plant Engineering* magazine's Product of the Year competition for 2011.

This is the 24th year *Plant Engineering* has offered the best of the new ideas manufacturing suppliers have to offer to improve manufacturing operations. This year there are more than 100 finalists in 14 categories vying for the title. The 5813 Frame Vertical Titan II is in the Electric Motors, Drives and Controls category.

Made in the United States, the Titan II vertical is manufactured using a cast iron frame, instead of a fabricated frame, allowing the winding and frame assembly to be produced in parallel rather than in series, further reducing production time. What this means for the customer is faster delivery, since the time involved in fabricating the frame has been eliminated.

Only engineers who are subscribers to *Plant Engineering* are eligible to vote for Product of the Year. *Plant Engineering* will announce the winners of the Gold, Silver, and Bronze awards for Product of the Year in the April 2012 edition of the magazine. The product that receives the highest number of votes will be awarded the 2011 Grand Award.

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About Nidec Motor Corporation: Nidec Motor Corporation (NMC) is a leading manufacturer of commercial, industrial, and appliance motors and controls. The NMC product line features a full line of high efficiency motors, large and small, which serve Industrial, residential and commercial markets in applications ranging from water treatment, mining, oil and gas and power generation to pool and spa motors, air conditioning condensers, rooftop cooling towers and commercial refrigeration. It also makes motors, controls and switches for automotive and commercial markets. Brands include U.S. Motors®, SR Drives®, Hurst®, Rescue®, ECOTECH EZ™.

Nidec SR Drives Ltd, a Nidec subsidiary, is based at the Nidec Motor UK Technology Centre in Harrogate, UK and operated by NMC specializing in the design and development of new products using advanced brushless motors and controls with a primary focus on SR technology.

Parent company Nidec Corporation (NYSE: NJ) is the world's leading manufacturer of small precision motors, including motors used in hard disk drives and optical disk drives. The company has extended its focus beyond the information storage motor market to the home appliance and automotive markets, where it sees high future growth potential. For more information, visit www.nidec-motor.com.