



For Immediate Release  
Contact: John O'Connor  
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314-727-5850

**Nidec Motor Corporation Introduces New High Efficiency Furnace Motor**  
*Rescue EcoTech® Motor Improves Lowers Operating Costs, Improves Comfort*

**St. Louis, MO (September 5, 2011)**— Just in time for the fall/winter heating season comes the new Rescue EcoTech® high efficiency furnace motor from Nidec Motor Corporation. The Rescue EcoTech® dramatically upgrades the electrical efficiency of a furnace while lowering operating costs and improving comfort.

The Rescue EcoTech® is the only ECM motor that connects directly to the furnace board like the old PSC motor for quick and easy installation. “The introduction of the new Rescue EcoTech® motor is a direct result of Nidec Motor Corporation’s focus on growth and the development of new products for our customers,” said Sid Ambort, Vice President, Sales & Marketing, Heating & Air Conditioning Motors, Nidec Motor Corporation. “By replacing the old PSC with the Rescue EcoTech®, the homeowner can enjoy improved comfort while saving money by using up to 25% fewer watts in heat or cooling mode and 75% fewer in circulation than the typical OEM PSC motor.”

The Rescue EcoTech® is dual voltage (115V/230V) and multi-horsepower, available in four models 1 HP, ¾ HP, ½ HP and 1/3 HP, with each motor covering a range of three HP strengths.

The new Rescue EcoTech® is available now. For more information visit [www.nidec-motor.com](http://www.nidec-motor.com).

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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](http://www.nidec-motor.com).

**NIDEC MOTOR CORPORATION**

8050 W. FLORISSANT AVE. ST. LOUIS, MO 63136