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Wellington Drive On Track With European Win

Wellington Drive Technologies (WDT), the local maker of unique electric motors, has just signed a European development agreement which will see WDT motors being used in premium air extractors.

Made from specialised plastics, permanent magnets and electronics, WDT's brushless design offers lower noise and longer life than conventional motors. It also requires less than half the energy to run and can be made in virtually any shape. The development deal is for a version of WDT's RF66 motor.

"Today's deal confirms that we are on the right track, " said Wellington Drive Technologies managing director, Dr Ross Green.

"WDT's unique ability to build motors that are virtually silent, while also energy efficient and vibration free was pivotal to us winning this deal. Initially we are designing the motor to drop straight into the product, but later we anticipate fully integrating the motor into the product to further save costs."

While unable to identify the recipient company for reasons of commerciality, Dr Green said the WDT motors were being planned into two further products with the same company.

"The order will see all units manufactured in Auckland initially. Exports to Europe begin early next year in time for the customer's product launch planned for July."

"We have designed the motors so they can be assembled virtually anywhere without large investments in special equipment. This, combined with the favourable exchange rate, means we can supply Europe cost-effectively from Auckland."

"Currently we are able to produce around 4000 units a month, and we may increase this capacity if demand warrants."

WDT focuses on premium market segments in Europe and North America. The company will be exhibiting at the "Hometech" exhibition in Berlin, Germany in February – the premier European appliance event for 2002 - to consolidate its European position.

"With today's deal and other initiatives in Europe and North America, I believe 2002 will be an interesting year for WDT."

Dr Ross Green, Managing Director
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WDT Background

For further information visit www.wdttl.com