

BALDOR
MOTORS • DRIVES • GENERATORS

Most Preferred!

Baldor motors are preferred by a wider industrial audience than any other motor brand. But don't take our word for it...



Baldor motors...

#1 with consulting/specifying and design engineers, end-users, and distributors

Baldor's mission is "to be the best (as determined by our customers) marketers, designers and manufacturers of industrial electric motors ..."

For more than 18 years, annual surveys conducted by leading industrial magazines and independent research companies show we continue to be preferred by more and more consulting/specifying and design engineers, end-users, and distributors.

Survey objective: To learn which brand of electric motors is "Most Preferred."

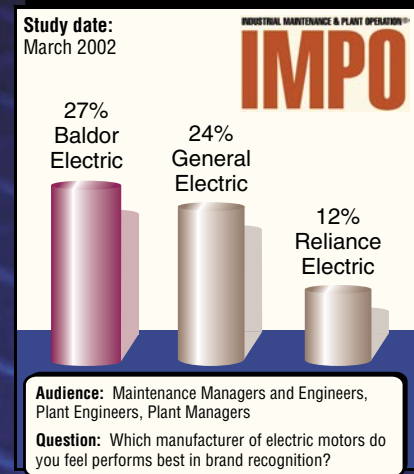
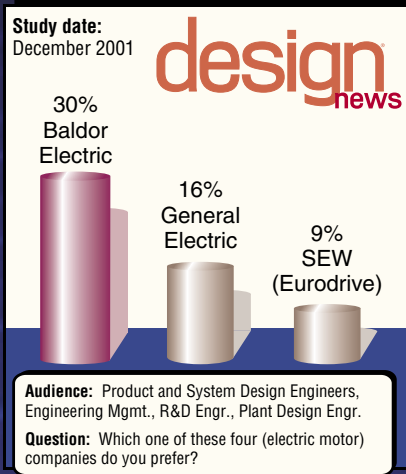
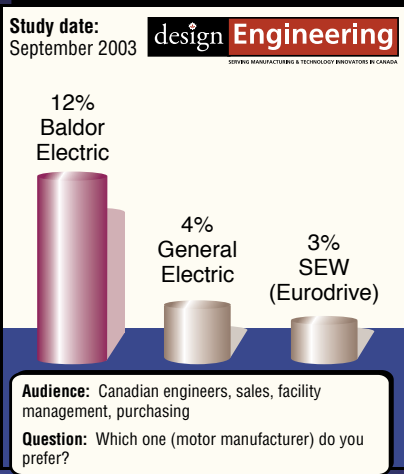
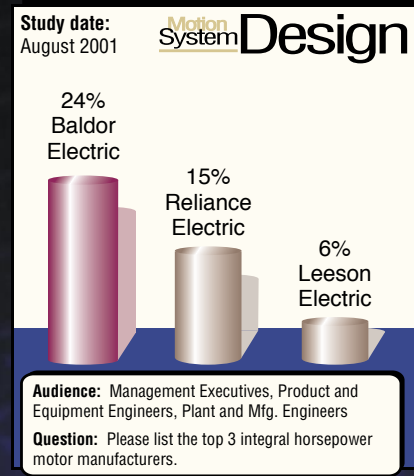
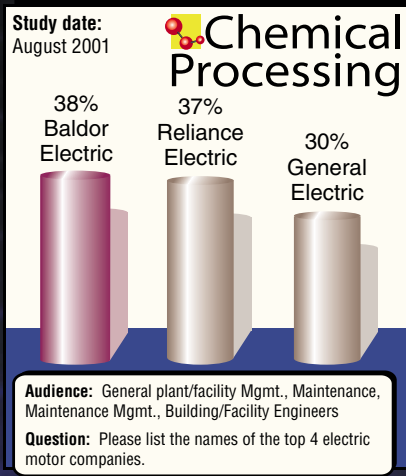
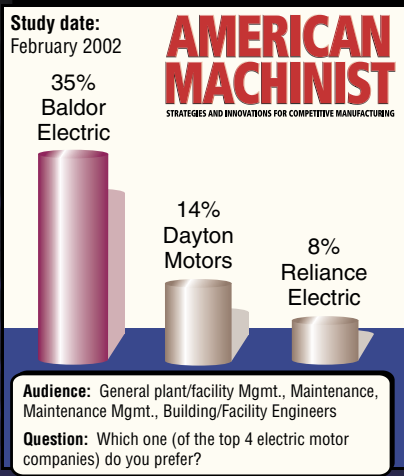
The audience: People who specify and/or buy industrial electric motors. Everyone from design and plant maintenance engineers to distributors and purchasing agents...in industries that include food processing, materials handling, mining and more.

The results: Overall, in survey after survey, year after year, Baldor ranks at or near the top.

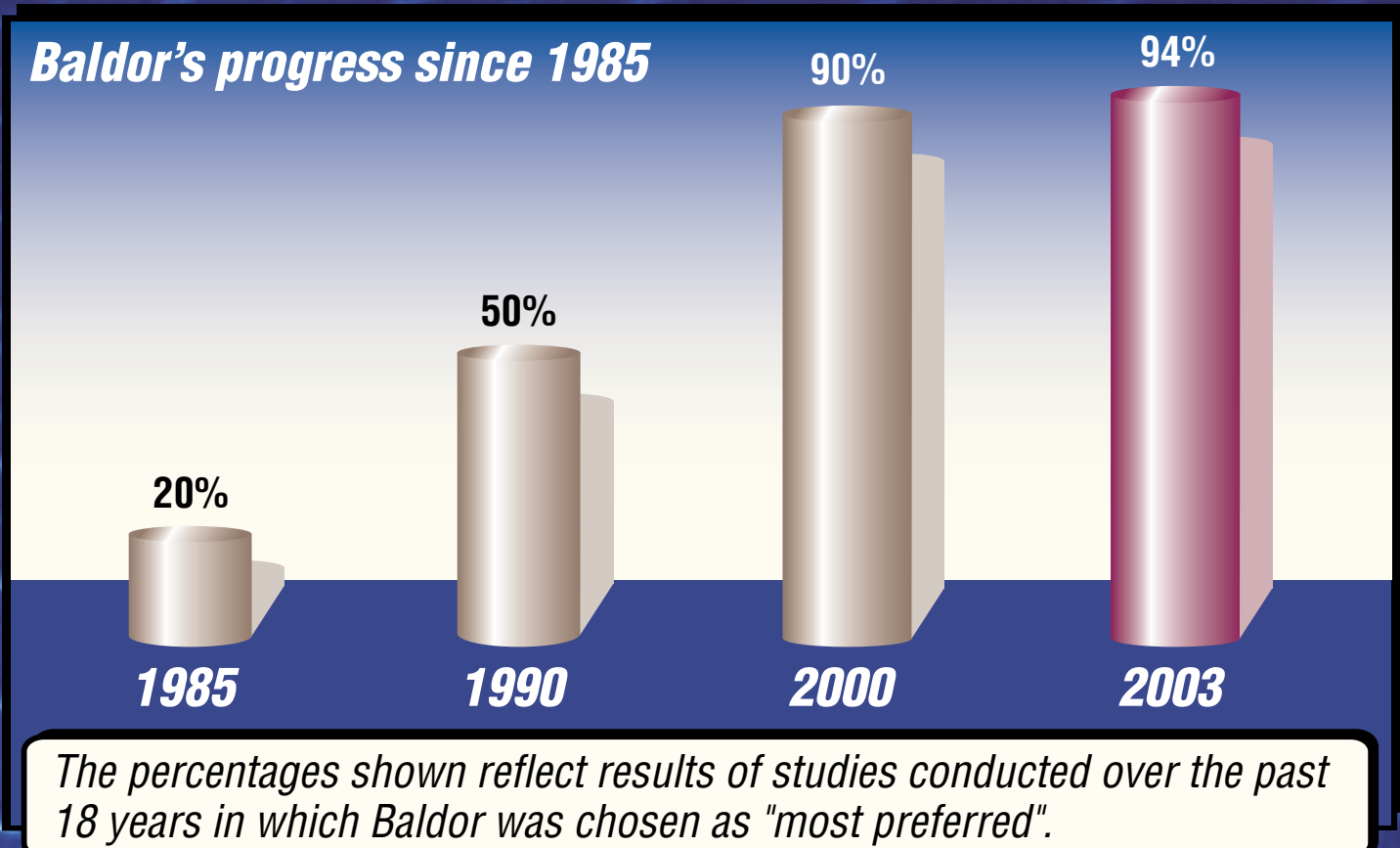
These annual surveys are important to Baldor as part of our emphasis on listening to customers. The studies represented in this brochure were conducted independent of Baldor. Baldor did not participate in selecting the companies or individuals polled, conducting the research, or tabulating the results. The source of each study is indicated on the charts.

Many of these studies include verbatim comments that provide insights into what we're doing right – and, more importantly, where we can continue to improve on performance, quality, reliability, and overall value.

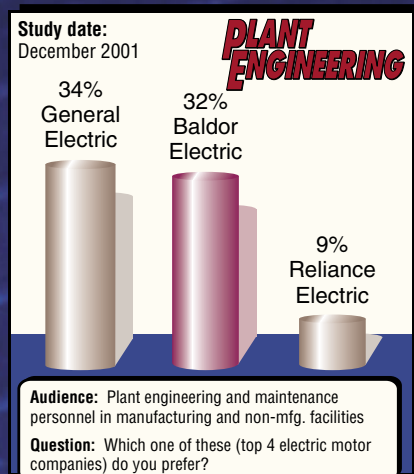
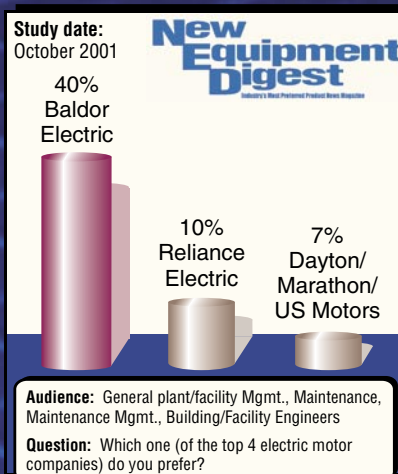
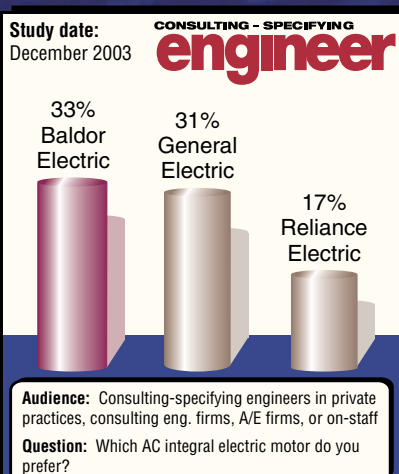
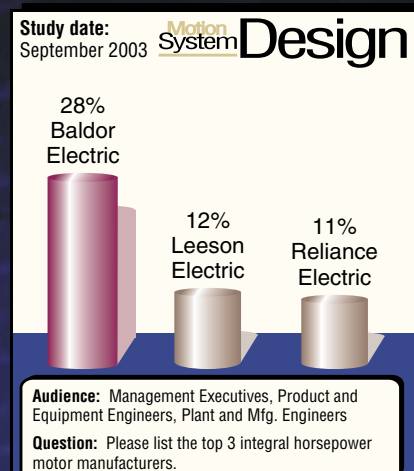
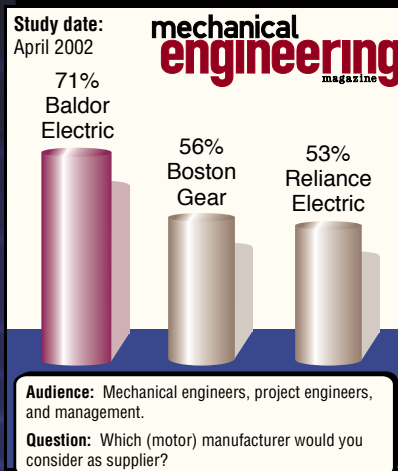
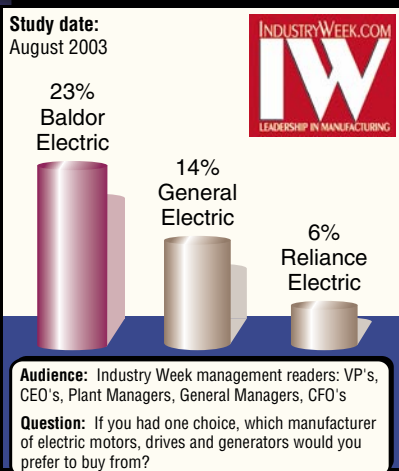
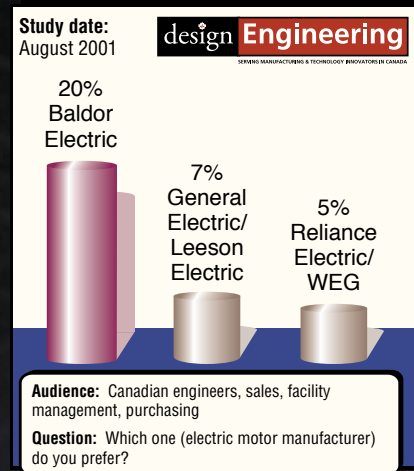
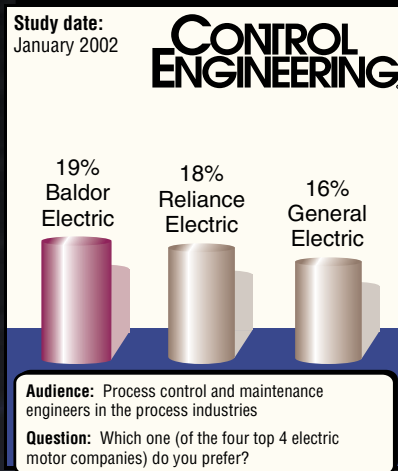
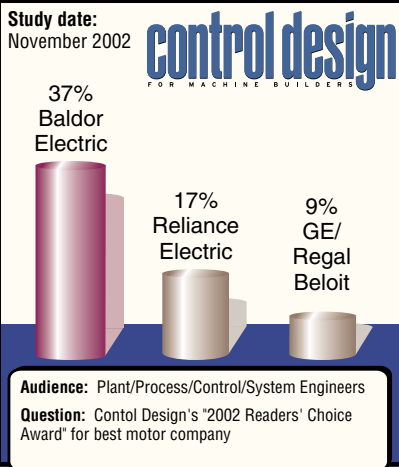
Over the past 18 years, Baldor has shown a steady climb to our current "Most Preferred" position. We're proud of that achievement, but we know our leadership position is something we must earn everyday.



The road to "Most Preferred":



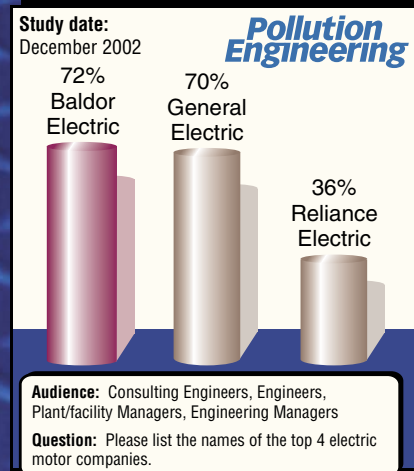
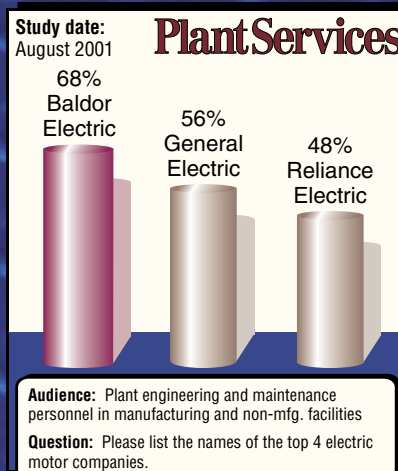
* These are survey results only and not intended as endorsements of Baldor products by any of the publications shown. All percentages are rounded to the nearest whole. Survey data compiled between 2001 and 2003 since last publication printed.



Baldor Motors...

These are comments made by those who specify, use and prefer Baldor motors: "priced right...quality motor...easy to spec...reliable...wide array of selections...immediate availability...good service... American-made product..."

Our quest is to be the BEST!



Why Baldor is preferred

For over 80 years, Baldor has been dedicated to providing customers with the best value and reliability in energy-efficient industrial electric motors and drives. But to be considered as the #1 preferred motor brand, Baldor goes beyond designing and manufacturing the best motors.

Other reasons are...



Baldor offers the industry's broadest line of stock motors and drives. You can save valuable time with just one call to Baldor for all your motor and drive needs. We offer more than 6,000 stock motor, drive, and gearbox products, plus a broad line of generators, servos, linear motors, and MINT™ motion control products.

Baldor products are available at more locations than any other brand. Our 36 district offices across North America offer immediate availability of Baldor products to thousands of distributors in the U.S., Canada and Mexico. Our international sales offices provide worldwide access to Baldor products.



Industry's shortest lead times/Flexible manufacturing.

Baldor has the industry's shortest lead times on custom motors - as short as two weeks. Our unique FLEX FLOW™ manufacturing process lets us produce any order in any quantity, quickly and efficiently.

Continuous innovation to improve reliability. Baldor leads the motor industry in applying new technologies and materials to improve motor reliability. In 1996, Baldor was the first to introduce Inverter Spike Resistant® (ISR®) magnet wire, which is up to 100 times more resistant to voltage spikes. In 2000, Baldor was first to use Exxon's new POLYREX® EM grease, which provides superior motor bearing protection, improved lubrication life, greater shear stability, and superior resistance to washout, rust and corrosion. In 2003 we introduced OptiGEN, our adjustable speed, high efficiency generator.



Energy-efficiency leader. We began raising the energy efficiency of our motors in the 1920s, long before others were even talking about it. Today, our expansive line of Super-E® NEMA Premium™ efficient motors ranges from 1 through 1500 HP. Baldor Super-E's meet or exceed utility rebate levels, including the efficiencies suggested by the Consortium for Energy Efficiency (CEE).

Industry's best information. Only Baldor offers customers a choice of sources for product information with a wide variety of catalogs and product brochures, a CD-ROM electronic catalog, the Baldor Web site (www.baldor.com), or talk to a Baldor customer service person at one of our sales offices. We also offer specifying engineers easy access to accurate technical information on motors, adjustable speed drives, generators, motion control products and gear products at internet site www.baldorprospec.com. Here you can also "ask the engineer" your specific application questions and enlist our ProSpec team to work directly with you on your toughest specification or application challenges.



***Baldor maintains
and will “same day” ship
over 6,000 different stock
motors, drives, gear products
and generators!***

**Place your stock product
order today, and we'll
ship today!**



BALDOR
MOTORS • DRIVES • GENERATORS