

For Immediate Release**March 13, 2025****PRESS RESOURCES:**[Download Images](#) | [View Online](#) | [Contact Us](#)**CONTACT: Joe Tetzl**
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SEW-EURODRIVE Introduces DR2C motor, IE5 Ultra-Premium Efficiency Motor

Driving Efficiency: Less Energy Costs. More Performance.

Lyman, SC – SEW-EURODRIVE is setting a new standard for efficiency with the launch of the DR2C motor, an IE5 ultra-premium efficiency motor engineered for wide speed range operation and maximum long-term energy cost reductions. Designed for industries focused on minimizing total cost of ownership (TCO), the DR2C reduces energy consumption, minimizes heat losses, and enhances operational reliability—delivering a fast return on investment and sustained savings throughout its lifecycle.

Engineering The Future of Energy Efficiency in Motion

The SEW-EURODRIVE DR2C motor series utilizes Interior Permanent Magnet (IPM) technology, which integrates permanent magnets within the rotor instead of surface-mounted. This design increases torque density and achieves the highest normative efficiency class IE5, resulting in energy losses up to 50% lower than those of standard IE3 asynchronous motors in the same power class - achieving superior energy efficiency across the entire speed range. This leads to lower operating costs, extended service life, and reduced environmental impact—all without compromising power or performance.

Power Without Compromise – Even in Tight Spaces

SEW-EURODRIVE's DR2C Permanent Magnet Motor delivers maximum torque in a compact design, making it up to two frame sizes smaller than comparable IE3 asynchronous motors. This high-power density is achieved through advanced Interior Permanent Magnet (IPM) technology, ensuring exceptional efficiency and performance for heavy-load applications. Additionally, the DR2C's low inherent mass inertia minimizes energy losses during acceleration, further enhancing its dynamic response and overall efficiency.

Key Features & Cost-Saving Benefits:

Ultra-Premium Efficiency – Reduce motor energy consumption up to 50%

- Outperforms standard IE3 and IE4 motors, cutting energy costs significantly.
- Optimized for continuous operation, ensuring sustainable long-term savings.

Permanent Magnet Technology – Lower Losses, Higher Output

- No rotor losses, reducing heat generation and energy waste.
- Consistent torque delivery at lower speeds, ideal for variable-speed applications.
- Lower noise emission with the Non-ventilated (TENV) option.

Lower Total Cost of Ownership (TCO) – Fast ROI

- Fewer energy losses mean lower operating costs year after year.
- Longer service intervals reduce maintenance costs and improve uptime.

Compact & Lightweight – Save Space, Save Resources

- Higher power density in a smaller footprint, reducing overall system weight with 200% overload capacity.

- Seamless integration into existing systems, minimizing installation costs.

Inverter-Optimized for Maximum Control

- Works seamlessly with SEW-EURODRIVE frequency inverters, giving the best motor performance at any speed.
- Soft-start and precise speed regulation reduce mechanical stress, extending the component's lifespan.

Compatible with SEW-EURODRIVE Modular Systems

- The DR2C motors can be directly mounted to SEW-EURODRIVE gearmotors, no adapters needed.
- Multitude of options such as condition monitoring sensors, brake, encoders, resolvers, and connectors.

Energy Savings That Pay for Themselves

"The DR2C IE5 motor is more than just a motor upgrade—it's a long-term, cost-saving strategy for businesses looking to cut energy expenses and improve efficiency," said Eder Matias, Director of Sales, Drives Control & Automation at SEW-EURODRIVE. "By reducing power losses and optimizing motor performance, the DR2C delivers a return on investment that companies will see reflected in their bottom line year after year."

Designed for Maximum ROI Across Industries

The DR2C Permanent Magnet Motor is ideal for industries where energy consumption and operational efficiency directly impact profitability, including:

- Material Handling & Logistics – Conveyor systems, automated storage and retrieval systems.
- Food & Beverage Processing – Packaging lines, mixers, and bottling equipment.
- Automotive & Manufacturing – Robotics, assembly lines, and precision applications.
- Pumps, Fans & Compressors – High-efficiency motor control for industrial processes.

Invest in Efficiency, Save for the Future

The DR2C Permanent Magnet Motor from SEW-EURODRIVE delivers unrivaled energy savings, lower operating costs, and a faster ROI than conventional motors. Investing in the DR2C means investing in long-term financial and environmental sustainability.

To learn more about how the DR2C can optimize your operations, visit [DR2C.. synchronous motors](#) or reach out to your local [SEW-EURODRIVE Representative](#).

About SEW-EURODRIVE

Founded in 1931 in Bruchsal, Germany, SEW-EURODRIVE is a global leader in Industrial Automation, with operations in over 50 countries, 17 manufacturing plants, 92 assembly facilities, and more than 21,000 employees. The company holds over 1,000 patents, continuously driving technological advancements in gearmotors, frequency inverters, servo drives, and Industry 4.0 solutions.

SEW-EURODRIVE provides engineered solutions in countless industries, including automotive, food & beverage, pharmaceuticals, mining, steel, logistics, energy, and more, providing customized automation solutions that enhance efficiency, productivity, and sustainability. Despite its global reach, SEW-EURODRIVE remains family-owned, ensuring long-term vision, strong values, and a commitment to excellence.

SEW-EURODRIVE. Driving the World™

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