

I-1 Motor Vendors & Distributors

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State & Utility Sponsored Programs



CEE Web Resource

- Industrial--Motor Programs

- Where:

- CA, HI, Pacific NW, Mid West, TX, Northeast

- What:

- Prescriptive Rebates, Custom Rebates, Loans, Motor Management



Focus on Motor

- No “Power-in”, No “Torque--out”
- Fuzzy line between Motor and Motor Systems



Market Event Driven

- **Repair or Replace--Failed Motors**
- **New Application**
- **But---OEM??**



Motor Program Activities

- Motor Prescriptive Rebates
- Custom Rebates--kW or kWh
- Downstream==Customer
- Upstream==Vendor
 - Stocking, sales, Sales quota reward
- Information/Education
 - Dealer
 - Customer



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Motor Management--MDM

- Tools for Industry
- Validation for customer
- Availability
- Awareness



Program Resources

- Individual Program
- MDM
- DOE
- EASA



Program Message

- Fully informed decision-making
- Lifetime costs
 - Capital
 - Operating Expense



Method--Engage Industry

- Capitalize on Existing relationships
- Minimize number of transactions
- Best chances for sustainability



Method--Engage Customer

- ▶ Plan Ahead--Not crisis/panic response
- ▶ Corporate level
 - ▶ Engage on profit/cost
 - ▶ Open lines to Plant People
- ▶ Jump-start from program (tech or intros)
- ▶ Method strengthens both sides of transaction

