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# ABB's general purpose motors combine quality, cost-efficiency and industry experience with short lead times

With their standardized designs and short lead times, the new N-series high voltage pre-engineered motors meet most common needs across a wide range of industries.

ABB has launched its N-series general purpose motors to provide a high level of energy efficiency, reliability and safety in applications where a highly customized motor is not needed. Based on ABB's broad experience of different industries and applications, the motors use cost-effective pre-packaged designs to meet the same high quality standards as all ABB motors but with lead times that are several weeks shorter.

"With our N-series we are offering 'ABB experience off the shelf' to customers who need general purpose motors in the 50 to 8,000 kW power range," says Johan Karlsson, Strategic Sales and Marketing Manager for ABB's large motors. "Pre-engineered platforms and pre-packaged designs help to keep costs and delivery times down, and we provide online tools to fast-track the order-to-delivery process."

An easy-to-use online tool called „MachSize“ - a selection tool for qualified customers and partners - simplifies the task of motor configuration. Another tool called „DocStage“ is a web-based system for sharing and managing documentation. By giving customers direct access to documentation and 3D drawings for their motors, DocStage enables them to download all the documentation they need.

"Our design team applied their know-how to create standardized designs that offer high quality and are easy to source and buy. Solutions like this help our customers to lower their total cost of ownership and get the most out of their assets," Karlsson adds.

N-series motors currently include three product families: the well-proven high voltage rib cooled and modular induction motors, and a new range of slip-ring motors. Even in their basic configuration the N-series motors satisfy most common requirements in many industries. To address specific needs, qualified customers and partners can use the MachSize tool to select a number of pre-engineered option packages. These include vertically mounted motors fitted with thrust bearings, for example, which are widely used in pumping applications. The pre-engineered N-series complements ABB's A-series of engineered motors, which are highly customized, fine-tuned to the customer's precise needs, and offer a high degree of engineering flexibility.

Like all ABB products, the N-series motors are backed by ABB's global support network, which includes over 60 service centers and more than 150 authorized service providers worldwide. The availability of round-the-clock access to spares, repairs and replacements, as well as predefined maintenance programs for all stages of the product life cycle, helps customers to minimize downtime and reduce their cost of ownership.

ABB is a pioneering technology leader in electrification products, robotics and motion, industrial automation and power grids, serving customers in utilities, industry and transport & infrastructure globally. Continuing more than a 125-year history of innovation, ABB today is writing the future of industrial digitalization and driving the Energy and Fourth Industrial Revolutions. ABB operates in more than 100 countries with about 132,000 employees. [www.abb.com](http://www.abb.com)

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