



CONTACT:  
Brenda Thiessen  
Bison Gear & Engineering Corp.  
[bthiessen@bisongear.com](mailto:bthiessen@bisongear.com)  
630-443-5797

## Bison Gear Introduces New "Commercial Duty" Gearmotor Product Line

New line features over 75 standard gearmotor models designed as Von Weise Drop-In Replacements

St. Charles, IL - August 18, 2008 - In response to growing OEM customer demand, [Bison Gear & Engineering Corp.](http://www.bisongear.com) introduces its new VWDIR line of fractional horsepower gearmotors designed as Von Weise Drop-In Replacements. The VWDIR line encompasses over 75 standard models of AC and DC parallel shaft and right angle gearmotors designed for a wide variety of commercial and light industrial applications.

Manufactured in Bison's U.S.A. facilities to the highest quality standards to ensure dependable, long-life operation, Bison's new VWDIR gearmotors range from 1/30 to 1/2 horsepower, with output torques from 12 to 800 in-lbs. DC models include 12V and 90V permanent magnet motors, as well as a 115V universal motors. AC models are available with 115V and 230V inputs in permanent split capacitor, split phase, shaded pole and universal motor designs.

The new Von Weise Drop-In Replacements from Bison Gear are U.L. and CSA recognized and supported by Bison's solid application and design engineering support to customize standard models to meet specific OEM needs.

"Over the past 24 months, we were approached by a growing number of customers requiring shorter lead times for these types of gearmotors and we have responded by tooling up this complete VWDIR line that is now in full production in our St. Charles, Illinois facility," said John Morehead, Bison Gear Vice President, Strategic Planning & Marketing. "The Bison sales team welcomes the opportunity to discuss how OEMs can now benefit from this new offering."

### **About Bison Gear & Engineering Corp.**

Founded in 1960, Bison Gear & Engineering Corp. designs and manufactures fractional horsepower electric motors, gearmotors and gear reducers used in industrial and commercial OEM applications worldwide. Bison's strong engineering tradition, based on Robusticity (TM) principles, offers products with

Bison Gear & Engineering Corporation  
3850 Ohio Avenue,  
St. Charles, IL 60174 USA · 1-800-AT-BISON  
[info@bisongear.com](mailto:info@bisongear.com) · [www.bisongear.com](http://www.bisongear.com)

up to twice as much torque in the same package size as competitors. Bison employs over 240 associates in its St. Charles, Illinois facility which produces gearmotors and reducers in parallel shaft and right angle configurations, as well as AC and DC motors, for applications where dependability and long lifetimes are important. [www.bisongear.com](http://www.bisongear.com).

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