Spotlight on 2014.

The future focus for maxon motor and a review of the past year.

At a recent press conference held in Switzerland, Dr Karl-Walter Braun, majority Shareholder of maxon motor, and Eugen Elmiger, CEO, presented a snapshot of the Swiss drive specialist in 2014.

“Our products are becoming more complex and demanding. We are contributing to the success of our customers all over the world and help them to overcome their technological challenges,” said Dr Braun. “maxon stands out in the market for its holistic approach to developing drive systems consisting of DC motor, gearhead, electronics, and mechatronical components, as well as for its excellent global sales network.” The future direction of the company will be centered on increasing market share and investing in technology.

The developer and manufacturer of high-quality DC motors, systems and drives unveiled plans to focus on the medical technology and aerospace markets “maxon is involved in various space programs, such as the ExoMars project by the European Space Agency, which is scheduled to touch down on Mars in 2019,” says CEO Eugen Elmiger. In emerging markets, maxon engineers have been involved in an e-bike project: “The maxon BIKE DRIVE is going to create a stir in the e-bike market,” predicts Elmiger.

Amongst record numbers of innovations, the stand-outs for 2014 have been the development of special brushed and brushless DC motors for extreme temperatures: for deep-hole drilling well below the crust of the Earth through to the DC motors driving the missions on Mars. maxon can also claim ownership of the creation and manufacture of the world’s smallest brushless DC motor suitable for fine positioning tasks.

Approximately 10% of the Swiss drive specialists revenue was channeled back into R&D with more than 200 experts working on the development of new controllers and drives. Another exciting project planned for 2016 is an overhaul and review of the complete brushed and brushless DC motor range.

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