

**MARKETING NEWS**

# Introducing the new MotorAID HVAC/R Motor Identification App for smart phones and tablets!

Now when your customers need product information and advice on the jobsite or wherever they may happen to be, you can tell them “There’s an app for that!”

Fasco is proud to be a part of the new MotorAID cross-reference app from Regal. It’s an invaluable tool for HVAC, commercial and pool professionals that turns any smart phone or tablet into a quick assistant whenever they need to find a replacement motor!

MotorAID is free, available for use on iPhone, iPad and Android-powered devices, and offers a number of helpful features, including...

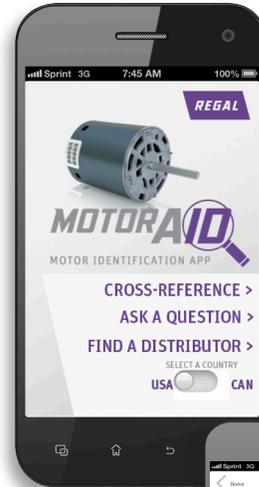
**Cross-Reference:** Just enter the motor number from the motor’s

nameplate in the search field (without the dashes), and MotorAID users get an item number, manufacturer (Fasco, Genteq, Century or other Regal brands), as well as any appropriate comments.

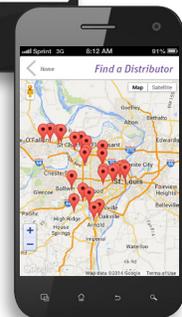
**Find a Distributor:** After selecting either USA or Canada, users choose a state or province, then receive a map of that state or province with distributor locations identified. Users can then zoom in to any city or area they choose, and tap an icon on the map to receive that distributor’s name, address and quick-link phone number.

**Ask A Question:** This function links users to quick assistance from

*(continued on back)*



*The new MotorAID app from Regal features a cross-reference search engine, distributor locator and a quick link to our Motor ID Desk. It’s available free for Apple and Android users.*



*MotorAID helps users quickly find Fasco/Regal distributors across the USA and Canada.*

**MARKETING NEWS**

## Fasco at the ACCA Conference & IE3 Expo, March 17-20 in Nashville



At Fasco, we’re always looking for ways to help increase sales and build business for our distributors like you. That’s why we’re excited this month to meet and talk directly with the HVAC/R contractors you work with every day about our great Fasco products at the ACCA Conference and Indoor Environment & Energy

Expo (IE3), March 17-20 in Nashville, Tennessee.

The ACCA Conference & IE3 Expo is one of the premiere professional events for HVAC/R contractors in the US, and one of the only times they have a chance to meet face-to-face with leading manufacturers like Fasco and Regal. This show gives them the opportunity to see our latest products and industry innovations, plus ask our experts to answer their specific questions, as well as give

us suggestions about what features and benefits they’re looking for in HVAC/R equipment. But in the end, our goal is to sell them on Fasco and Regal products, then send them your way to buy!

If any of your customers will be attending the show at the Opryland Resort & Convention Center March 17-20, please tell them to visit us at the Fasco/Regal **Booth #511**. Additional information about the show is available at [accaconference.com](http://accaconference.com).

## MARKETING NEWS

### New Schedule of Training Sessions Coming Soon

We're still working on our schedule of upcoming training sessions, covering all aspects of ECM motors. Led by Certified Master Trainer, Christopher Mohalley, these courses are great for both technicians and distributor personnel, helping build confidence and competence in working with ECM motors for a range of HVAC applications.

Plus, NATE-certified technicians will receive 1 hour credit per each class hour toward recertification in all of their current forced-air disciplines. So please "stay tuned" for more details to follow here in your newsletter and online at [thedealertools.com](http://thedealertools.com).

### Tradeshaw Schedule

Our representatives are hitting the road again, attending a number of industry events across the country. They'll be showcasing some of our best-selling direct replacement motors, blowers and accessories.

So if you're attending any of the shows listed below, be sure to stop by the Regal Beloit booth and say hello!

#### **ACCA Conference and Indoor Environment & Energy Expo (IE3)**

Nashville, Tennessee  
March 17-20

#### **EASA (Electrical Apparatus Service Association) Convention**

Boston, Massachusetts  
June 29-July 1

#### **Comfortech**

Nashville, Tennessee  
September 9-11

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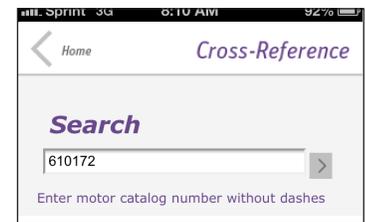
### MotorAID (continued)

Regal's Motor ID Desk via email, allowing them to ask a question and get help finding the right replacement motor or blower from names like Fasco, Genteq and Century. Instructions for attaching photos or videos are also provided.

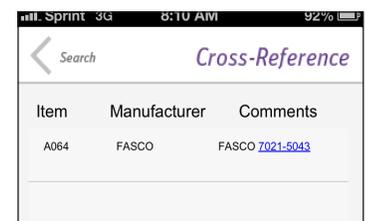
The MotorAID app was designed to not only be a helpful tool for you and your customers, but also to be a helpful way to build sales for our distributors like you, since it provides a new quick and easy way for contractors to find you — right when they are ready to buy.

Remember, the new MotorAID app is free, so if you'd like to check it out for yourself, just visit the App Store or iTunes on your Apple devices, or the Play Store on your Android-powered devices. And please pass the word on to your customers!

Search...



Results...



Item	Manufacturer	Comments
A064	FASCO	FASCO 7021-5043

*MotorAID lets users type in a motor number in the search field from the nameplate of the motor being replaced, then gives them an item number, Regal manufacturer name, as well as any helpful comments.*

## TECH TIPS

### Motor Selection Facts

When you can't read the motor number from the motor being replaced, tools like our new MotorAID cross-reference app just won't help. So here are a few suggestions for finding the right replacement motor from our other handy pocket reference, *Fasco Facts*...

**FACT:** Matching ampere rating is usually more accurate than matching horsepower.

**FACT:** Speed and voltage of the replacement motor must always match the speed and voltage of the replaced motor.

**FACT:** A Permanent-Split Capacitor motor can replace an equivalent Shaded-Pole motor, since it is twice as efficient, and its amp draw is about 1/2 as great. Shaded-Pole motors should not be used to replace Permanent-Split Capacitor motors.

For more motor selection facts, just turn to your handy copy of *Fasco Facts*. And as always, for additional free copies of this ever-popular pocket guide, just call our Customer Service Department at 1-800-325-8313.