

**Drive Dynamics**  
Experts in Motor Control



## the company

Drive Dynamics was founded in 2003 with the sole objective of providing specialist marketing, sales and support of world leading AC motor control equipment. With consideration given to the unique requirements of New Zealand industry, Drive Dynamics has sourced technically advanced variable speed drives and soft starters that have proven to be reliable in the most harsh of industrial environments.

Returning to the original philosophy of service and attention to customer's requirements, Drive Dynamics has built a team of skilled and experienced sales and technical personnel.



## the people

The directors at Drive Dynamics have in excess of 30 years experience within the AC motor control industry. With practical electrical experience and professional business expertise, Drive Dynamics brings international variable speed drive and soft starter knowledge to the New Zealand market.



**David O'Donoghue**

13 years experience as General Manager of PDL Electronics Ltd provided David with a strong foundation in all aspects of running a world leading drives company. The latter stages of this position saw David intimately involved in the AC drives industry on an international scale.



**Mark Duncan**

Stemming from an industrial electrical background, Mark has more than eight years direct involvement within the AC drives industry. Most recently Mark has been responsible for sales and support of the PDL Electronics product range within the NZ and Pacific markets.



**Brent Sheridan**

Brent has more than 10 years AC motor control sales involvement between PDL Electronics and AuCom Electronics, both in the international and domestic arena. Brent brings a diverse knowledge of motor control applications cemented by a background in industrial automation.

## the support

To ensure the integrity of our customer's production, Drive Dynamics is committed to providing the highest level of customer support through service and application engineering.



- > All Drive Dynamics products carry extensive warranties and are backed up by a network of skilled service partners 24 hours a day.
- > With a world of experience in all facets of AC drive and soft start applications, Drive Dynamics engineers are available to assist with the most simple or complex application engineering requirements.
- > Drive Dynamics has an on going focus in providing training programs to meet customer's needs.



## the product

All drive and soft start product is sourced from a single supplier – Power Electronics.

Power Electronics is one of Europe's leading manufacturers of drives and soft starters with more than 25 years experience. Developed with customer requirements in mind, Power Electronics exclusive focus on AC motor control, has lead to the design of innovative, market leading technology.

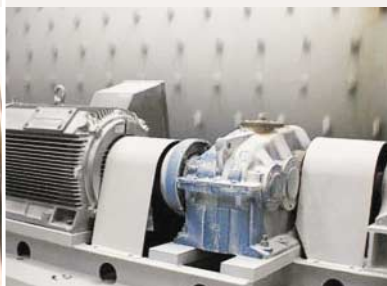
**SDrive 700 series.** The SD700 series has been designed where precise control of motor speed or motor torque is required for applications from 0.75kW to 1000kW. This control is achieved through either V/Hz, sensorless vector or closed loop vector modes. Advanced features such as a touch screen interface, expandable I/O, on board data logger, extensive communications compatibility and a drive customisation package places the SD700 at the forefront of AC drive technology.

**SDrive 400 series.** The SD400 series has been designed to fulfil most motor drive applications in all types of industries from 0.75kW to 75kW. With V/Hz, sensorless vector, closed loop vector and a re-rating for HVAC applications, this drive offers performance and flexibility in an affordable package.

**SDrive 200 series.** The SD200 series offers a compact easy to use variable speed drive for applications up to 4kW. Increased control flexibility ensures ease of integration into any system.

**V5 series.** The V5 digital soft starter, from 2.2kW to 1000kW, integrates the most advanced control systems to ensure perfect motor operation for any industrial application. With on board protection's, a 32 character two line LCD display and Power Electronics revolutionary "CDP" dynamic torque control this soft starter offers the ultimate in performance.

**V2 series.** The V2 series of soft starter is designed for general industrial applications from 2.2kW to 37kW. Complete with motor overload and simple configuration, this product is available in both IP00 and bypassed IP54 options.



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