



REULAND

ELECTRIC MOTOR COMPANY

COMPANY OVERVIEW



AGRICULTURAL
& PUMPS



HEAVY MOVABLE
STRUCTURES

REULAND POWERS INDUSTRIES



MADE IN THE USA 



INDUSTRIAL



NAVY/MILITARY



CRANE & HOIST



TOP-PERFORMING MOTORS UNMATCHED IN THE INDUSTRY

Choosing Reuland motors means **benefiting from decades of expertise** and a reputation for excellence. The Reuland Advantage is **superior product quality, exceptional customer service**, and a dedicated support team ready to assist with any technical inquiries. With vertical integration and a commitment to **on-time delivery**, we ensure that customers receive their products promptly, minimizing downtime and maximizing productivity. This commitment to excellence makes Reuland Electric Motor Company a **trusted partner** in the industrial sector.



PROUDLY MANUFACTURED IN THE USA

Reuland's fully in-house manufacturing approach ensures complete control over quality, efficiency, and production timelines. By managing every step—starting with raw materials to finished products—Reuland enhances consistency, streamlines communication, and offers greater flexibility to meet evolving customer and market demands.

85+
YEARS
OF ELECTRIC MOTOR
TECHNOLOGY LEADERSHIP

Lift bridge in Houghton, Michigan
powered with Reuland electric motors





LA VERNE
CALIFORNIA

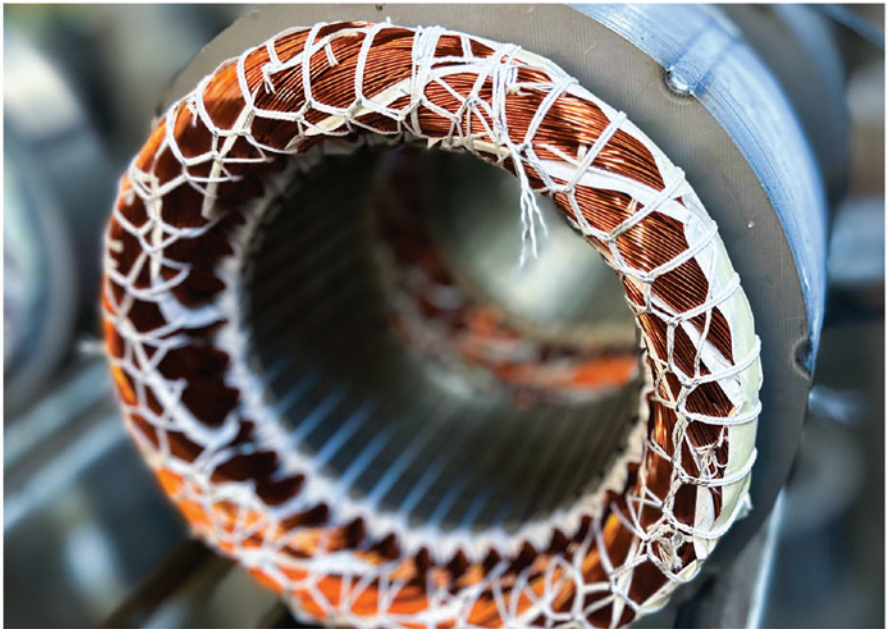
HEADQUARTERS
MOTOR MANUFACTURING, SALES,
AND APPLICATION ENGINEERING

**DESIGNED FOR
FLEXIBILITY &
GROWTH**

Reuland's headquarters and motor manufacturing facility in the western region focuses on winding technology and precision assembly of our electric motors. A complete test lab ensures all motors satisfy performance requirements and are of the highest quality before they are shipped out. Comprehensive engineering resources include applications, mechanical & electrical engineering.



**WINDING &
ASSEMBLY**



**QUALITY &
TESTING**

**TEST LAB WITH NEW
REGENERATIVE DYNO**

**SERVICE &
REPAIR**

VPI



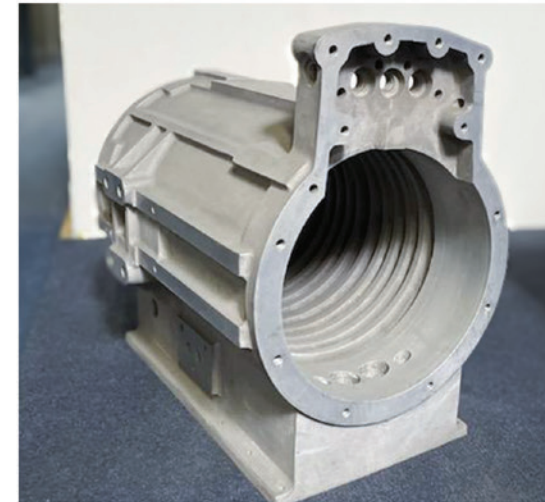
**CITY OF
INDUSTRY**
CALIFORNIA

ALUMINUM CASTINGS

OUR FACILITIES

PARTS MADE IN-HOUSE

Our aluminum castings facility plays a vital role in supporting our motor manufacturing capabilities. The entire casting process, from tooling and pattern development to precision sand casting and rigorous quality inspection, is done completely in-house. This control allows us to produce high-integrity components that meet the exact specifications of our motor designs. The facility supports both standard and custom parts, including motor frames, motor end bells, terminal boxes, mounting brackets, and more.



PATTERN SHOP
OVERHEAD SAND SYSTEM
COMPREHENSIVE CLEANING &
FINISHING ROOMS
NO-BAKE MOLDING SYSTEM
RAPID PROTOTYPES
SHORT RUNS

FULL SERVICE CORE ROOM
THERMTRONIX GAS & ELECTRIC
FURNACES
BOTTOM POUR LADLE
CMM INSPECTION ROOM
TURNING & MILLING
GRINDING & HONING

3,000+
PATTERNS

65,000+
CASTINGS ANNUALLY



BREA
CALIFORNIA

CNC MACHINING

STRENGTHENING OUR VERTICAL INTEGRATION

Reuland's location in Brea, California specializes in CNC machining for all components of the motor including precision shafts, frames, end bells, terminal boxes, and other components. We can produce any motor component on demand allowing for faster motor builds and delivery.



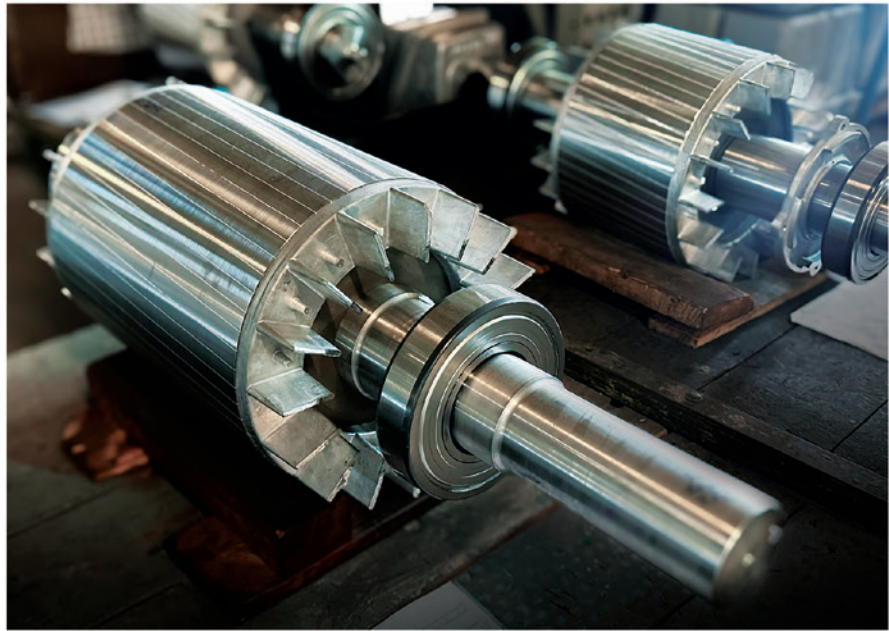
14
CNC MACHINING CENTERS
Plus numerous specialized machines

**FULL MACHINE SHOP
CAPABILITIES**

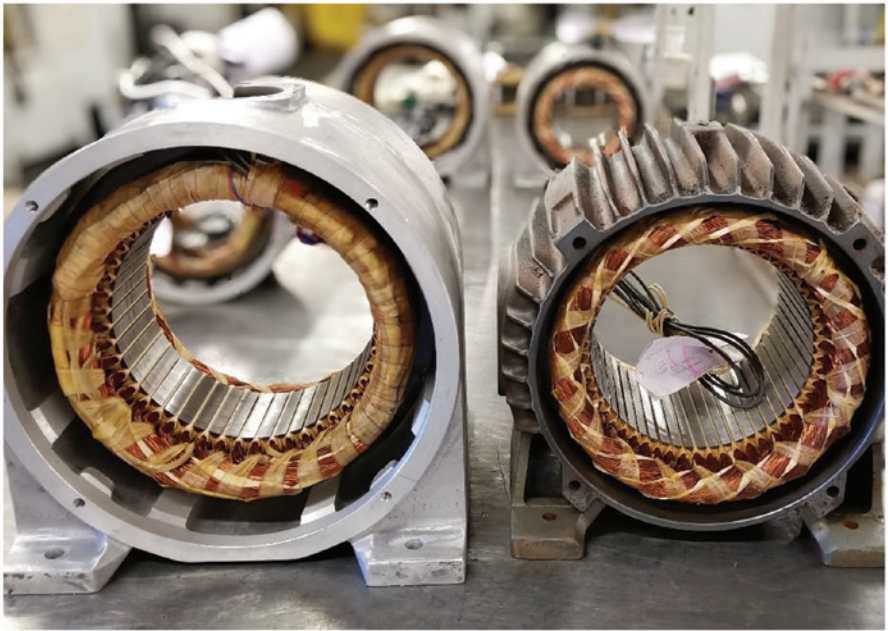
**BUILT FOR SPEED
& PRECISION**

OUR EASTERN HEADQUARTERS

Reuland's primary facility in the eastern region, serves as a central hub for a wide range of critical operations. This facility encompasses lamination and motor core production, rotor die casting, motor winding, as well as complete motor assembly and testing. Additionally, the Howell, Michigan location is responsible for the production of all magnetic brakes and fluid couplings. It also serves as the headquarters for new product development and engineering, underscoring Reuland's commitment to innovation and technical excellence.



PRODUCT ENGINEERING
AND R&D



SERVICE & REPAIR
OPERATIONS

BRAKE WELDING
SYSTEM

TEST LAB WITH
500 HP DYNO



HOWELL
MICHIGAN

MOTOR & BRAKE
MANUFACTURING

REULAND HISTORY

Reuland is an American company with a fascinating history. Founded in California in 1937 by Frank Reuland, and soon joined by his brother Howard, Reuland became one of the original pioneers and inventors of electric motor solutions.



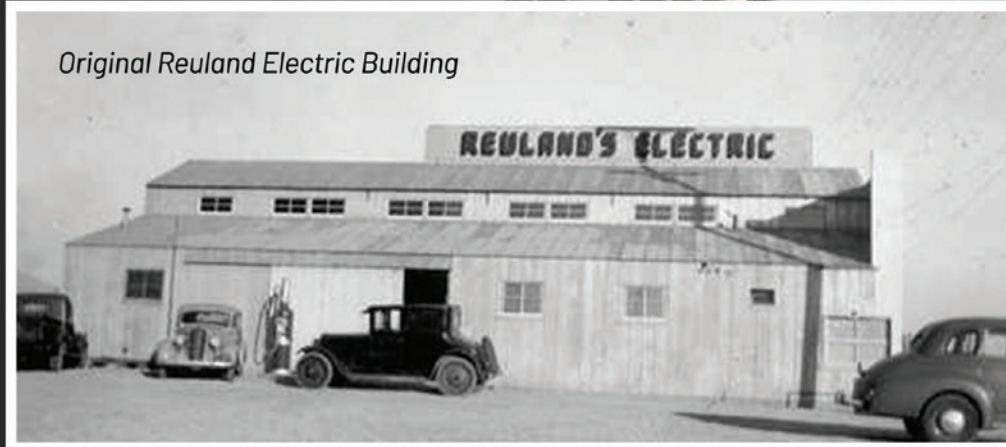
FOUNDER FRANK REULAND

Frank Reuland was a true electrical and mechanical genius, developing unique motor solutions to solve highly

complex applications. He developed products combining a multitude of mechanical and electrical components and functions. Frank Reuland was one of the original pioneers and patented variable speed control in 1970. Patent number US3657622A. Frank unfortunately passed away shortly thereafter, and the company did not have the capital at the time to defend the patent.

INNOVATION CONTINUES IN THE FAMILY TREE

Frank's son **Noel Reuland** took over running the business and focused on perfecting the manufacturing operations. He created the ability to build custom motors in an efficient cellular manufacturing system.



Original Reuland Electric Building



During World War II, Lockheed Aircraft contracted Reuland to make dive-flap motors for their P-38 fighter. Under contract with Electric Boat Company of Connecticut, Reuland built twin fifty-caliber turret-drive motors for aircraft engine-powered motor torpedo boats.

REULAND HISTORY

The company grew rapidly and soon became one of the premier electric motor companies in North America, dominating the crane & hoist market. Reuland also led the switch from DC to AC motors in the elevator market providing custom drop-in replacement motors. These markets needed the most rugged and reliable motors and the crane & hoist market relied on Reuland's patented magnetic braking system.

The company continued to expand into other markets to become a leader in movable bridges and structures, shipboard and shipyard systems, infrastructure projects and many others.

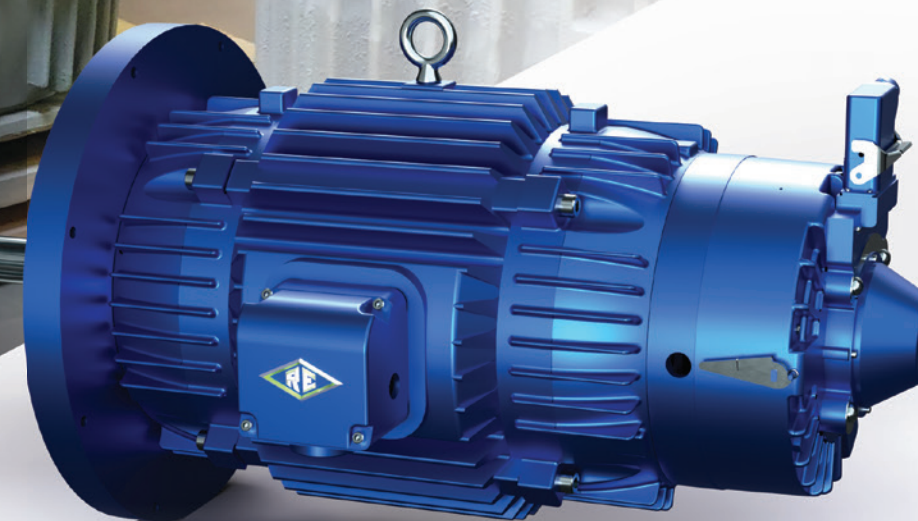
Over the years, the company has outgrown its facilities and expanded multiple times, currently with large manufacturing operations in California and Michigan.

REULAND'S JOURNEY CONTINUES

In 2023, Reuland entered a new chapter when acquired by OnCore Motor Group, led by experienced entrepreneur and CEO Grant Bibby. Building on Reuland's legacy of excellence, superior quality and durability, Reuland is expanding deeper into critical markets like military marine, heavy infrastructure, and aerospace.

With a renewed focus on strategic innovation, new product development, investments in people, processes, and systems as well, and facility expansion and modernization, the company is evolving to meet the needs of a changing world.

With a deep respect for the past and a clear vision for the future, Reuland is poised to remain at the forefront of American manufacturing for decades to come.



REULAND MARKETS

A LEADER IN CURRENT & EMERGING MARKETS

Reuland is proud to be well versed in many key motor markets which helps us to develop custom solutions for both new and old technologies.

Our experience across many markets allows us to understand many different motor designs and applications resulting in a comprehensive motor package that is designed to perform and last.

From military, marine, crane and hoist, to transportation, Reuland products are there, moving things forward and providing lasting power for the future. Let's see what we can **accomplish together in your market.**

CRANE & HOIST

Reuland provides motor solutions for crane and hoist systems, overhead bridge cranes, jib cranes, and gantry systems, all designed for reliable performance in heavy-duty industrial environments.

LIFT GATES

Reuland has an extensive background in applications for spillway lift gates and flood control, backed by decades of successful projects with the U.S. Army Corps of Engineers. Our High Torque, High Slip Motors, Vector/Inverter Duty Motors, and modified NEMA Design C motors are all engineered for harsh outdoor environments.

BUILT FOR THE SEA

Reuland is a trusted provider of high-performance motors for marine duty applications across both commercial and military markets. From shipboard propulsions to shipyard operations, our motors are built to withstand the harshest marine environments.

Designed with corrosion-resistant materials and sealed enclosures, Reuland's marine-duty motors deliver reliability where failure is not an option. Our commercial customers rely on us for drop-in custom solutions and long-lasting performance across global shipping, port infrastructure, and offshore platforms.

For mission-critical military applications, Reuland offers a full line of MILSPEC-compliant motors engineered to meet the demands of naval vessels and defense infrastructure. We proudly support the U.S. Navy and allied defense programs with motors built for durability and survivability in extreme conditions.

Our vertically integrated manufacturing and in-house testing capabilities ensure quality control at every step, while our experienced engineering team works closely with defense contractors and system integrators to meet evolving technical specifications. Whether for modernization or new construction, Reuland is a dependable partner for marine systems that demand excellence.

MARINE & SHIPBOARD

Shipyards equipment • complete ship lifting systems
commercial and cruise shipboard systems • offshore platforms
military shipboard and submarine systems
propulsion/propeller systems

NAVY & MILITARY

Winches • cranes • capstans • conveyors
compressors • refrigeration • pumps
fans and air handling

HEAVY MOVABLE STRUCTURES

BRIDGES

Bascule Bridges
Lift Bridges
Swing Bridges

MOVABLE STRUCTURES

Gate Hoists
Lock & Dam Systems
Retractable Roofs
Shiplifts
Levees
Movable Stages

Reuland is a leading provider of motors for new bridge projects, powering a majority of movable bridges across the United States. By working with DOT officials to stay within required specifications, we provide a superior product unmatched by our competitors. Our motors are fully compliant with current "Buy America" and "Buy American" requirements. We also offer drop-in replacements for obsolete motors, including Wound Rotor and NEMA Design D High Slip types. Upgrades to AC Vector Duty motors are also available, all designed to maintain the original mechanical footprint for ease of installation.

BASCULE BRIDGES

Bascule bridge in Sturgeon Bay, Wisconsin powered by Reuland motors

LIFT BRIDGES



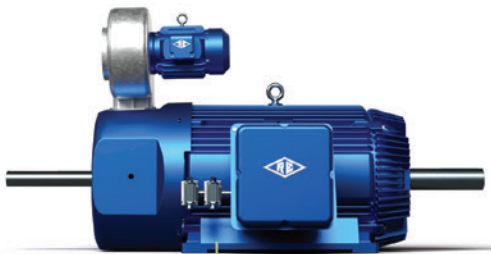
Lewis Street lift bridge in Louisiana using Reuland wound rotor motors

SWING BRIDGES



Spuyten Duyvil swing bridge in New York using Reuland motors

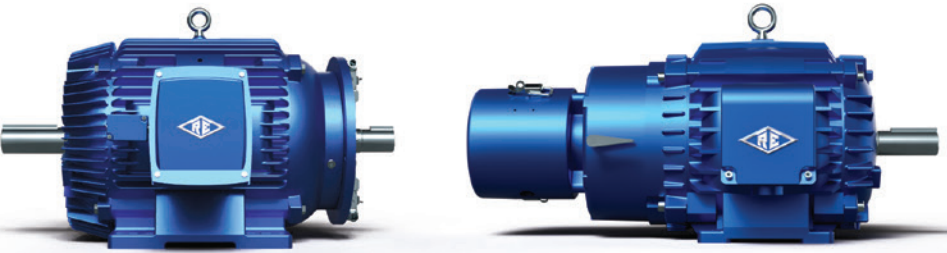
KEY FEATURES



Flange and/or Foot Mounted Designs



Oversized, Cast Aluminum or Cast Iron Top Mounted conduit Box



Permanently Lubricated or Re-greasable Oversized Bearings
Closed End or Captured Keyways



HEAVY EQUIPMENT & INDUSTRIAL

Earth-moving & construction equipment • farming/agriculture • mining equipment
material handling • manufacturing equipment • machine tools / air compressors
automation and robotics • HVAC / air handling • food-grade manufacturing &
processing • medical / health industry • conveyors / material handling
air pollution containment systems



TESTING & DEVELOPMENT EQUIPMENT

R&D equipment • test stands • noise & vibration systems • simulation systems
endurance/fatigue cycle systems • high-speed testing • in-line production testing



INFRASTRUCTURE

Power generation • nuclear / extreme radiation facilities • bridges and movable
structures • pumping stations / sewage & draining systems • HVAC / air handling
airports / hospitals / buildings • dams / flood management • amusement rides



ELEVATORS & ESCALATORS

New installation projects • modernization projects • drop-in replacements
conversions from DC to AC or Wound Rotor to AC



PUMPS

Irrigation systems • fluid pumping • wastewater management • hydraulic systems



MILITARY & DEFENSE

Ground vehicles • tanks • military & naval vessels • spacecraft launch systems
satellite systems • military aircraft



AMUSEMENT RIDES

Seattle Great Wheel (pictured above)
The Zipper
Tilt-a-Whirl
Merry-Go-Rounds and more

Reuland has established a strong reputation for engineering high-performance motors tailored for demanding amusement applications. This commitment to precision and reliability ensures thrilling, safe experiences for amusement park guests across the country.

A MOTOR FOR EVERY APPLICATION

At Reuland, we offer a comprehensive range of high-performance electric motors designed for challenging applications. Our product line-up includes a wide range of standard and custom motors made to order. We focus on quality and reliability, ensuring that each motor meets stringent industry standards, providing robust solutions for manufacturing, material handling, and other demanding environments.

REULAND PRODUCTS

HIGH SPEED & LIQUID COOLED MOTORS



- Totally Enclosed Fan Cooled Motors
- Totally Enclosed Air Cooled Motors
- Totally Enclosed Non-Ventilated Motors
- Open Drip Proof Motors
- Water or Oil-Cooled Motors
- Oil-Cooled Super Quiet Low Inertia Motors
- TELCW Oil-Cooled Motors

DEFINITE PURPOSE MOTORS



- AC Wound Rotor – Slip Ring Motors
- Multi-Speed (2+) AC Motors
- U-frame AC Motors
- Application Specific AC Motors
- Hollow Shaft AC Motors
- Hazardous Location AC Motors
- High-Slip Motors

SYNCHRONOUS MOTORS



- Interior Permanent Magnet AC Motor
- Surface Permanent Magnet AC Motor
- Line Start Permanent Magnet AC Motor
- Line Start Reluctance AC Motor
- Inverter Duty Start Permanent Magnet AC Motor
- Inverter Duty Start Reluctance AC Motor

INNOVATIVE SOLUTIONS

In addition to our standard motor offerings, we specialize in providing tailored solutions to meet specific customer needs. Our engineering team works closely with clients to design and manufacture custom motors that address unique operational challenges. From specialized windings and housings to custom mounting configurations, our commitment to innovation ensures that customers receive motors optimized for their particular applications, enhancing efficiency and performance.

VARIABLE SPEED INVERTER DUTY MOTORS



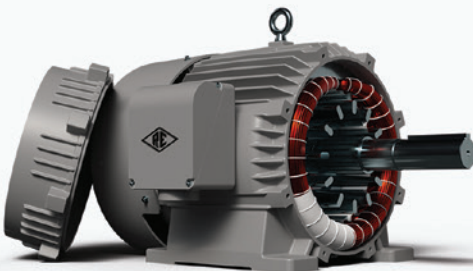
- NEMA T & U-Frame Variable Speed AC Motors
 - Auxiliary Air-Cooled AC Motors
 - Forced Air-Cooled AC Motors
 - Enclosed Non-Ventilated AC Motors
 - High-Speed Liquid Cooled AC Motors
- All motor products available as Inverter Duty

MARINE & TROPICAL DUTY



- NEMA T & U-Frame Variable Speed AC Motors
 - Auxiliary Air-Cooled AC Marine Duty-rated AC Induction Motors
 - Special Application Tropical Duty Motors
 - NEMA T-Frame Totally Enclosed Variable Speed AC motors
- All products available as Marine duty-rated
- Forced Air-Cooled AC Motors
 - Enclosed Non-Ventilated AC Motors
 - High-Speed Liquid Cooled AC Motors
- All motor products available as Inverter Duty

MIL-SPEC SERIES



- Navy Mil-Spec, Service A & C, AC Induction Motors
 - Nuclear-rated AC Motors
 - Sealed Insulation System AC Motors
 - Shock Load Resistant AC Motors
- MIL-SPEC COMPLIANCE:**
MIL-M-17060, MIL-STD-2037, MIL-STD-167-1
MIL-STD-901, MIL-STD-740-1 & 2, MIL-B-17931E
- All products available for extreme radiation environment

PARTIAL MOTORS / CORES



- Stator & Rotor Cores
- Machined Rotor Cores
- Machined Rotor Cores w/ Shaft
- High-Speed Encapsulated Rotor Cores
- Shelled Unwound Stator Cores
- Shelled Wound Stator Cores
- Non-Shelled Unwound Stator Cores
- Non-Shelled Wound Stator Cores
- Custom Designed Partial Motor Rotor and Stator Sets

ACCESSORIES



- 3-Phase AC Brakes
- DC Brakes
- Flexible Shaft Couplings
- Fluid Couplings
- Hydraulic Pump Motor Adapters
- Custom Flange Adapters
- Oil Circulating System

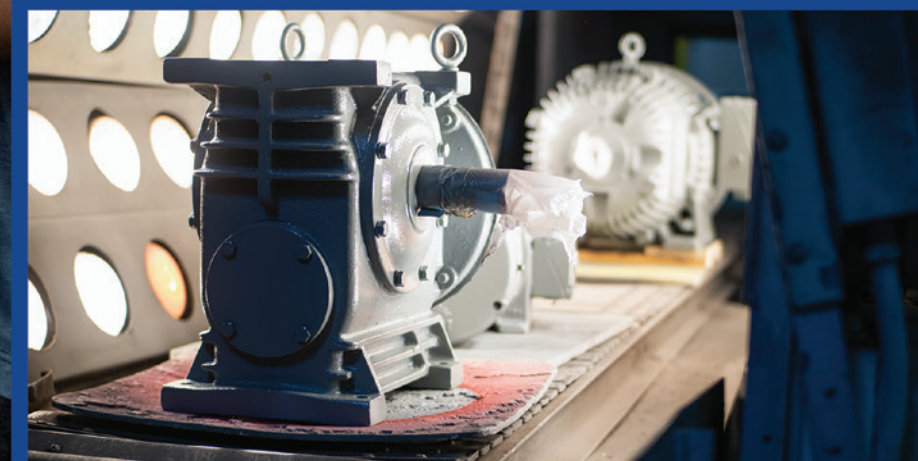


REULAND CAPABILITIES

REULAND CAPABILITIES

IN-HOUSE MANUFACTURING

Reuland takes pride in its comprehensive in-house manufacturing capabilities. Virtually all components of our motors are produced internally, including custom motor housings from our aluminum foundry. This vertical integration allows us to maintain strict quality control and reduces reliance on external suppliers. Our in-house manufacturing not only enhances the precision and consistency of our products but also enables us to offer customized solutions with shorter lead times.

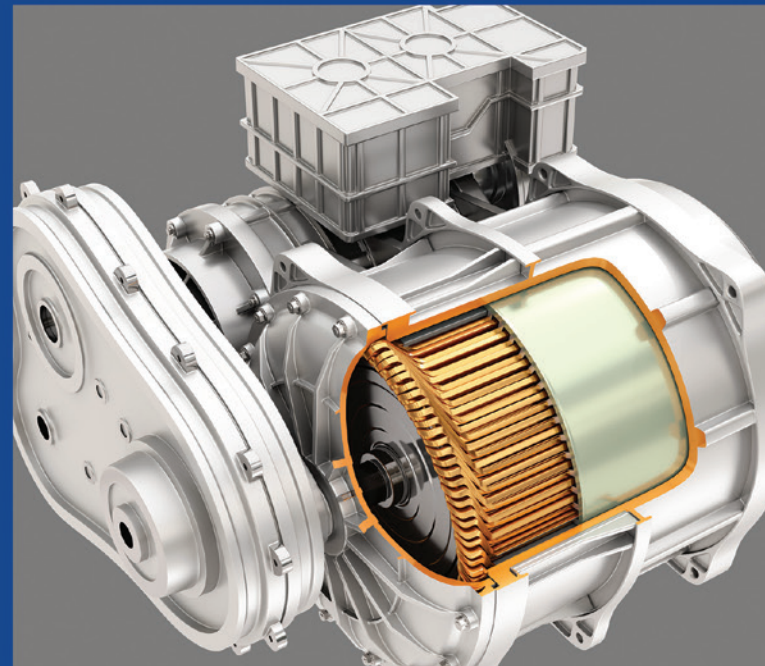


PRODUCT DEVELOPMENT AND ENGINEERING

Our expert engineers work diligently to design and develop motors that meet the most demanding specifications. We utilize advanced design tools and a vast library of motor design files to create solutions that are both cost-effective and high-performing.

CUSTOMIZATION AND FLEXIBILITY

We recognize that each customer has unique needs, and we excel at providing tailored solutions. Our flexible manufacturing systems allow us to produce custom motors regardless of the quantity. Whether it's a single unit or a large production run, we ensure that each motor is crafted to meet the specific requirements of its application, delivering optimal performance and value.

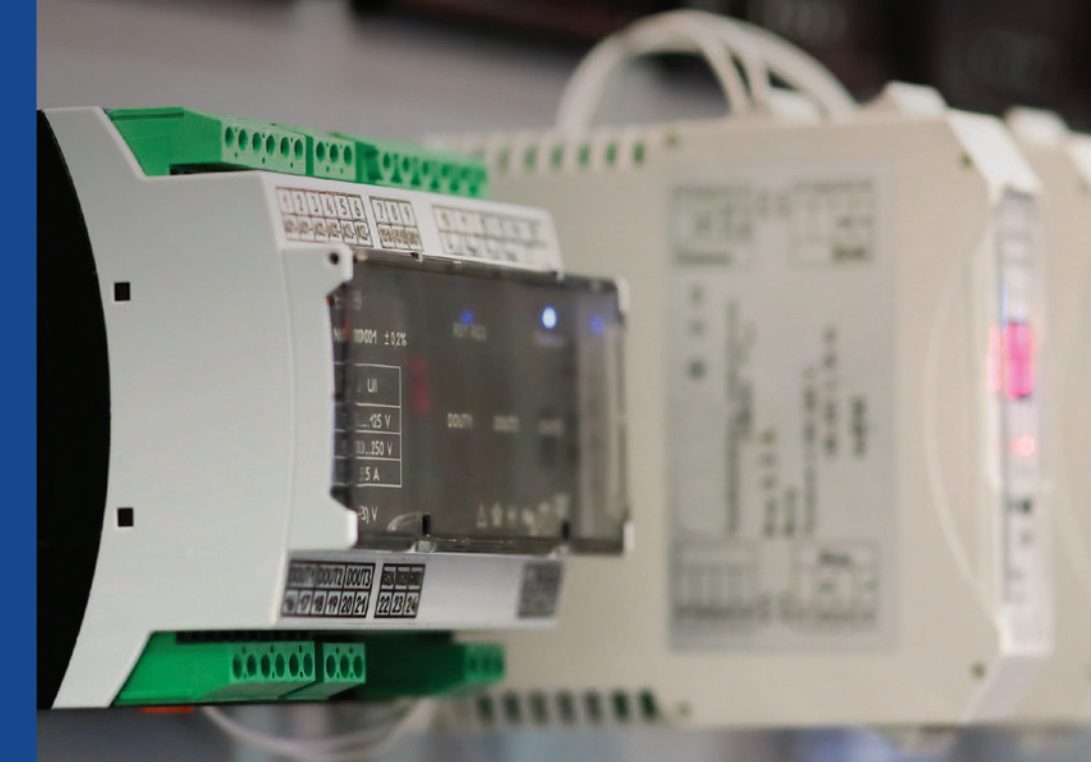


TESTING AND CERTIFICATION

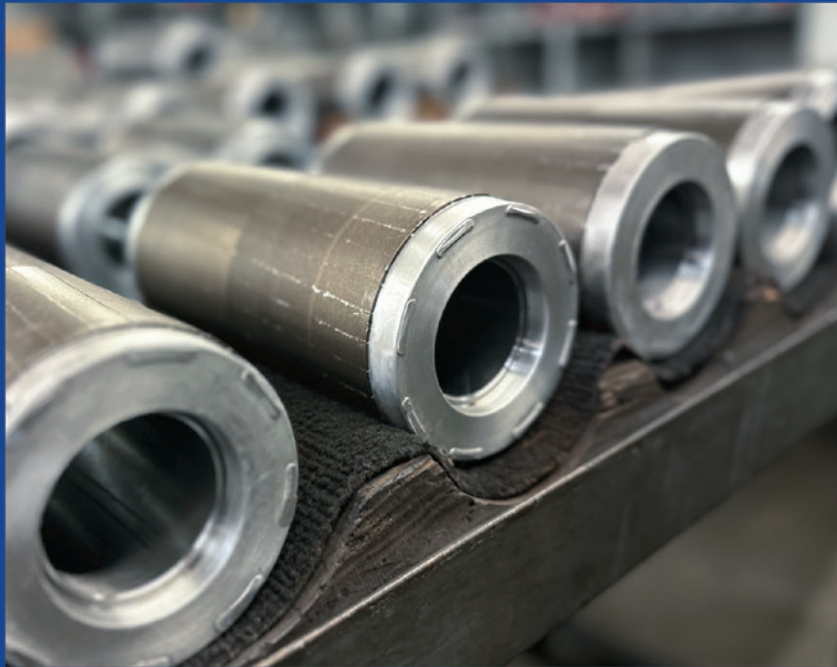
Our rigorous testing and certification processes are integral to ensuring the reliability and performance of our motors. Our in-house testing facilities are equipped to perform a wide range of assessments, including load testing, thermal testing, and vibration analysis. By adhering to stringent certification standards, we guarantee that our motors meet or exceed industry requirements, providing peace of mind to our customers.

TURNKEY SYSTEMS / COMPLETE SOLUTIONS

Reuland offers custom-engineered solutions tailored to meet specific application requirements, including prime movers, monitoring devices, controllers, and a range of specialized accessories. By offering complete solutions, we simplify the procurement process for our customers, ensuring seamless integration and reliable performance. Our turnkey systems are designed to enhance operational efficiency and reduce downtime, making us a trusted partner.



REULAND CAPABILITIES

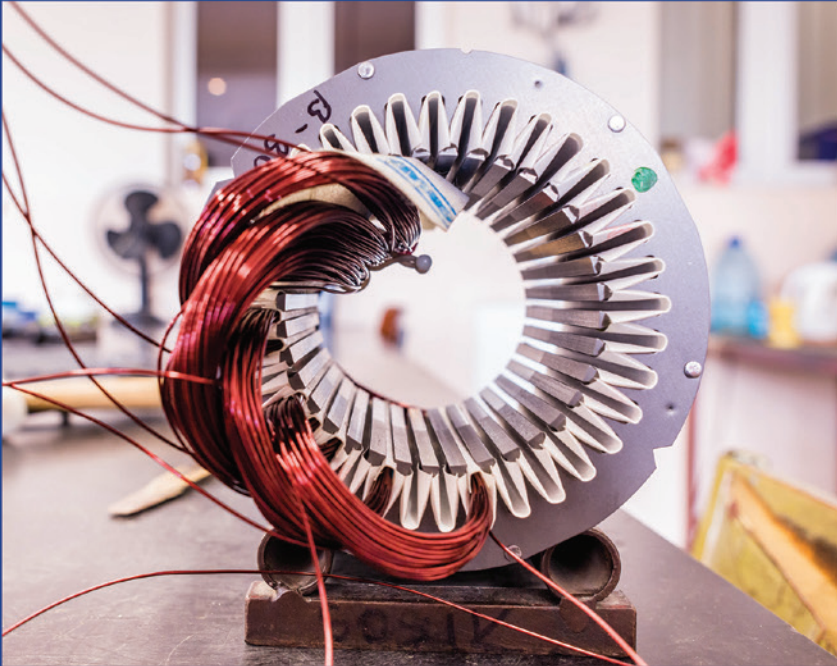


PARTS AND ACCESSORIES

For those that wish to do their own repairs Reuland stocks thousands of parts on the shelf, available for quick shipment to get your motor up and running as quickly as possible. Contact us today to get started.

SERVICE AND REPAIR

Reuland has its own dedicated service and repair department for refurbishment and repair of Reuland products. Factory trained technicians utilizing Reuland OEM components bringing your motor back to life in factory as new condition.



**WE'RE POSITIONED
TO MEET DEMAND—
TODAY & TOMORROW**



**PROUDLY MADE
IN THE USA**



**SHIPPED
GLOBALLY**



REULAND

ELECTRIC MOTOR COMPANY

Your electric motor experts. Contact us today.

 **1 (888) 964-6411**  **sales@reuland.com**

CALIFORNIA

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