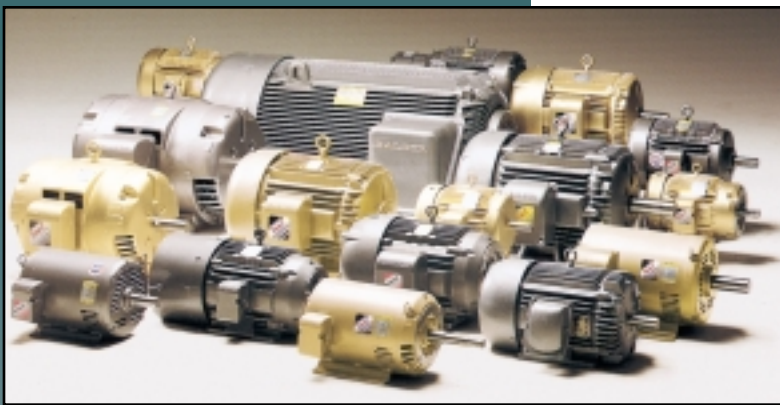


*For superior protection
against bearing failure...*



*Gold
Award*

All Baldor motors now feature Exxon POLYREX[®] EM polyurea grease



Standard on all Baldor motors, Exxon's new POLYREX EM polyurea grease is specially formulated to protect against bearing failure — the #1 reason for motor failure. In fact, it gives you a lubrication life more than four times greater than other polyurea greases in tests up to 350° F.

This superior-performing grease also provides greater durability when subjected to mechanical shearing forces. And a specially-formulated additive system resists washout, rust and corrosion — even when exposed to salt water conditions.

New polyurea grease . . . part of our superior bearing protection system . . . and overall "best value" motors

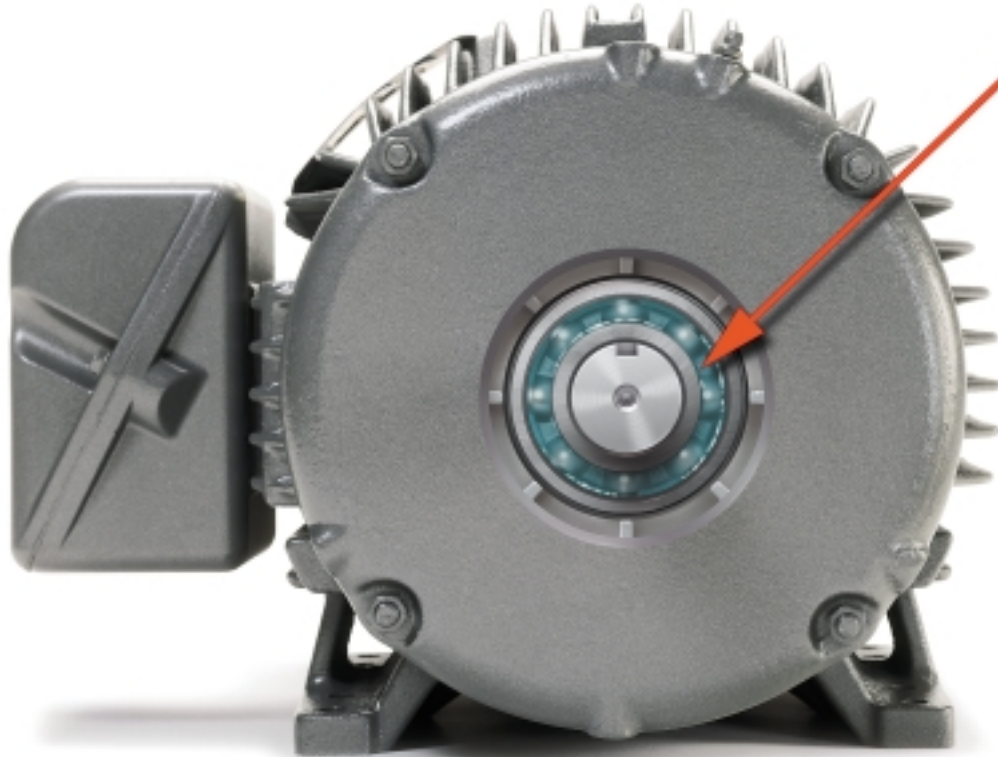
Baldor's bearing protection system also features precision machining of shafts and end-plates, dynamic balancing to half of NEMA's vibration standard, and Baldor's exclusive Lube-Lok[™] seal.

Not surprising. After all, Baldor led the way with its introduction in 1996 of ISR[®] Inverter Spike Resistant magnet wire, dramatically reducing damage produced by voltage spikes. Today, our motors feature high temperature (Class F) insulation systems, over-sized conduit boxes for easier connections, fan and fan covers designed for maximum cooling and quieter operations, energy-efficient design and much more.

Just what you'd expect from a manufacturer continually working to offer the BEST VALUE in industrial motors.

BALDOR
MOTORS AND DRIVES

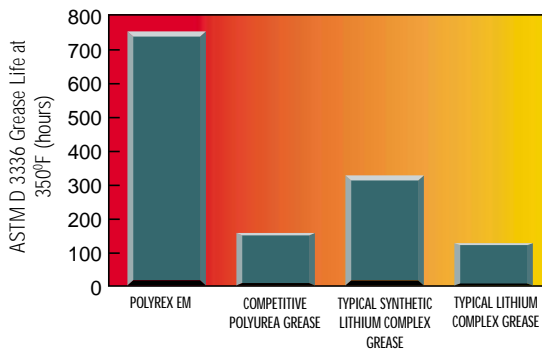
Now standard on all Baldor motors: Exxon POLYREX[®] EM polyurea grease



Provides...

- improved lubrication life
- greater shear stability
- superior resistance to washout, rust and corrosion

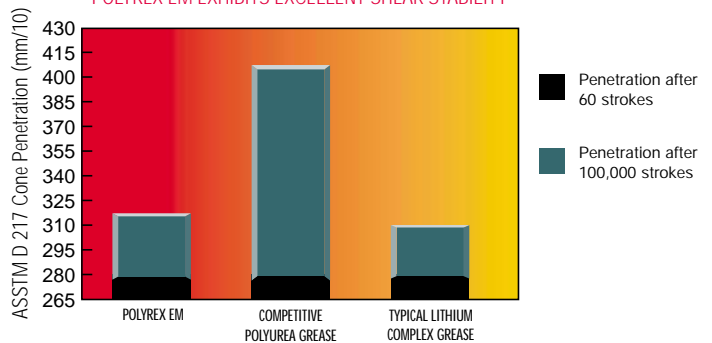
POLYREX EM HAS OUTSTANDING
HIGH-TEMPERATURE LUBRICATION LIFE



In the severe ASTM D 3336 High-Temperature Grease Life Test, POLYREX EM dramatically outperformed a competitive polyurea grease and conventional lithium-complex greases.

Source: ExxonMobil Product Data Sheet DG-3C, 6/15/99.

POLYREX EM EXHIBITS EXCELLENT SHEAR STABILITY



As illustrated here, POLYREX EM delivers excellent lubrication life without compromising mechanical shear stability. Competitive polyurea greases can soften by three NLGI grades in the ASTM D 217 100,000-stroke cone penetration test. Under the same conditions, POLYREX EM, formulated with proprietary shear-stable thickener technology, softens by less than one NLGI grade.

Source: ExxonMobil Product Data Sheet DG-3C, 6/15/99.

**Remember... Baldor motors protect motor bearings better.
And bearing failure is the #1 reason for motor failure!**

BALDOR
MOTORS AND DRIVES

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