

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460



OFFICE OF AIR AND RADIATION

October 2001

To all interested parties

This letter is to inform interested parties of our decision not to pursue an ENERGY STAR label for integral horsepower electric motors. While partner support for a label, particularly that of regional partners broadly committed to ENERGY STAR, weighed heavily in our decision making, we have nonetheless come to this conclusion based on a number of factors explained below.

In general, ENERGY STAR offers its label for a given product category to encourage the design, manufacture and promotion of products that maximize energy savings without compromising product performance. We believed an ENERGY STAR label for integral motors could potentially serve an important role in the marketplace due to the absence of an objective basis for buyers to identify and manufacturers to promote highly efficient motors that exceed minimum federal standards. This opportunity provided an early incentive for ENERGY STAR to investigate the prospects for a motor specification and to work towards that end with industry and other stakeholders.

In assessing the potential cost/benefit and other merits associated with labeling a product at a given performance specification, ENERGY STAR weighs a number of key factors including potential energy savings, product availability, manufacturer interest, and incremental costs. Amongst these, potential energy savings is particularly important because of the link between it and the basic program objective of protecting the environment. Based on the best available motor performance data, minimum federal standards allow for a relatively small amount of marginal savings to be captured on a national basis through the sale of premium efficient motors (particularly as compared to other labeled product categories such as office equipment and lighting).

Moreover, we continue to believe that the best prospect for meaningful energy savings and environmental benefits lies in addressing the complete system in commercial and industrial settings rather than relying on a specification for the motor alone. To that end, ENERGY STAR is committed to working with regional program implementers and other interested parties in promoting energy efficient motor systems.

Another important factor influencing our decision not to move forward with a label for motors was NEMA's introduction of a premium specification for integral horsepower electric motors. Combined with CEE endorsement, the NEMA specification promises to fill the void in terms of a consistent means for identifying more efficient motors. Furthermore, current indications are

that motor manufacturer support for an alternative, potentially competing label is generally not strong.

Based on these factors, we concluded that the cost of pursuing and potentially implementing an ENERGY STAR label for motors can not be justified at this time. ENERGY STAR wishes to thank everyone who has contributed to this process and looks forward to continuing our efforts together to advance our common goals.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kathleen Hogan', with a stylized flourish extending to the right.

Kathleen Hogan, Director
Climate Protection Partnerships Division