

AXIAL FLUX MOTOR

FACTORY MANUFACTURING

HIGH EFFICIENCY



# MAXVEER

SHENZHEN MAXVEER AUTOMATION CO.



# ABOUT FENDA

Founded in 1993, Shenzhen Fenda Technology is a global pioneer in industrial production. Across our 4 campuses and 192 assembly lines, Fenda Technology is relentlessly pursuing technological innovation, striving to redefine and reshape the future of manufacturing.



**430000M<sup>2</sup>**

Shenzhen Industrial Park



**370000M<sup>2</sup>**

Dongguan Industrial Park



**227200M<sup>2</sup>**

Zhuhai Industrial Park



**4062M<sup>2</sup>**

Vietnam Industrial Park

# FENDA BACKGROUND

**\$ 252M**  
Registered  
Capital

**\$ 659M**  
Total Assets  
\*254M R.O

**\$ 435M**  
Operating  
Revenue

**18**  
Subsidiaries &  
Fully Controlled  
Enterprises

**\$ 1.84B**  
Market  
Capitalization

**2**  
Shareholding  
Enterprises

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# R&D CAPABILITY



1,000+

By the end of 2024,  
Fenda and its major sub-  
sidiaries held 1,184 valid  
patents and copyrights.



5.51%

2024 R&D investment as  
percentage of revenue.



2,000+

Concurrent research  
projects reached  
2,000+ items.





# BUSINESS PARTNERS

DECATHLON



MEGVII 旷视

CREATIVE

wahoo



CEM 华盛昌

Haier



Walmart



Hisense

amazon



GREE



中国石化

PHILIPS



Yandex



Helen of Troy

harman/kardon

CHI FAROUK  
CHI'S BIOSILK

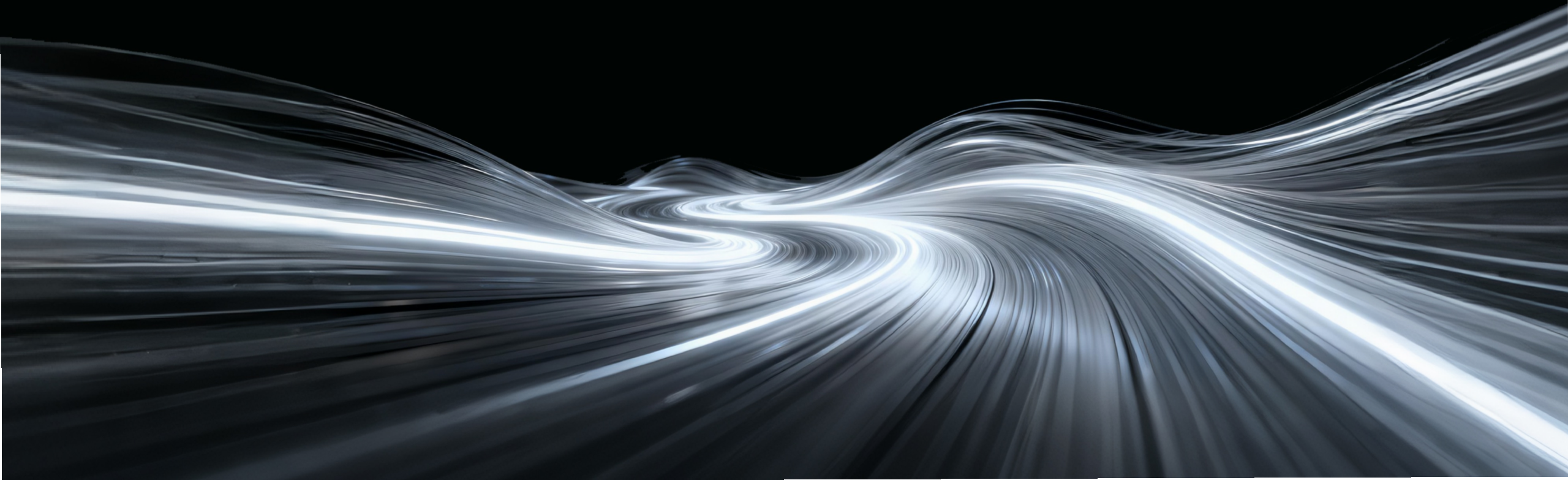
logitech

TESCOM

**OVER 32 YEARS OF  
MANUFACTURING EXCELLENCE**

**RIGOROUS QUALITY  
INSPECTION**

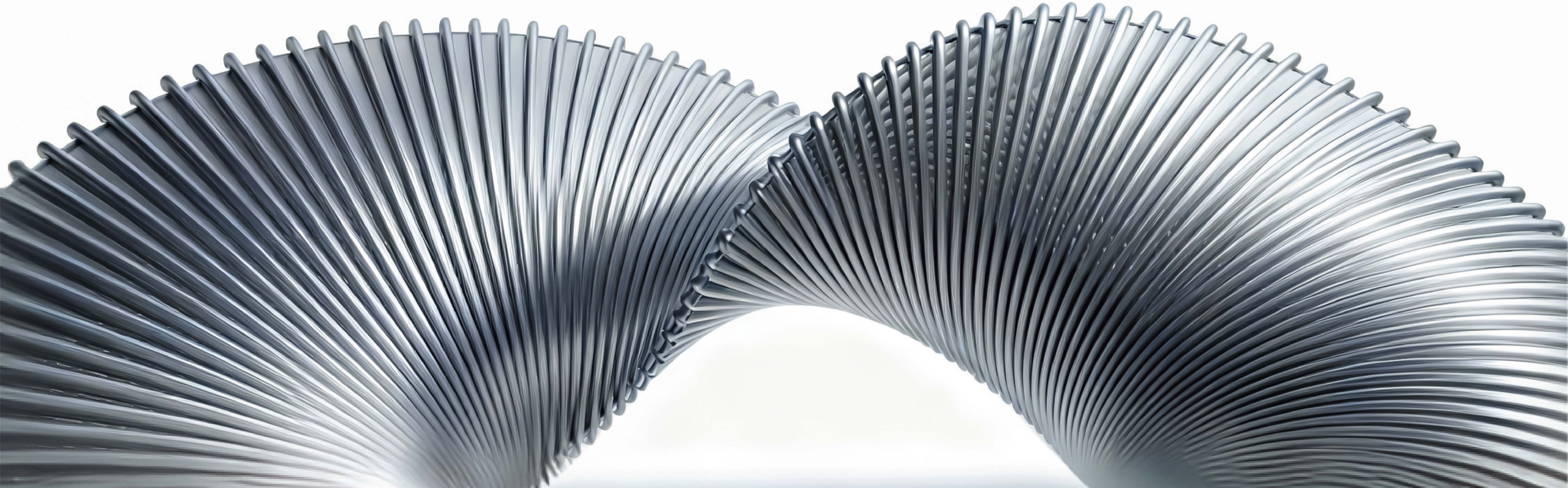
**WELL-ESTABLISHED  
SUPPLY CHAIN**





# WHO WE ARE ?

**MAXVEER is a holding subsidiary of Shenzhen Fenda Technology. The company's R&D team possesses over 20 years of design experience in the field of new material high-efficiency energy-saving motors, and owns core technologies including independent rare-earth permanent magnet high-efficiency motor technology and control algorithms.**



**ELECTRIC MOTORS  
CONVERT MORE THAN 45%  
OF THE WORLD'S ELECTRICITY**

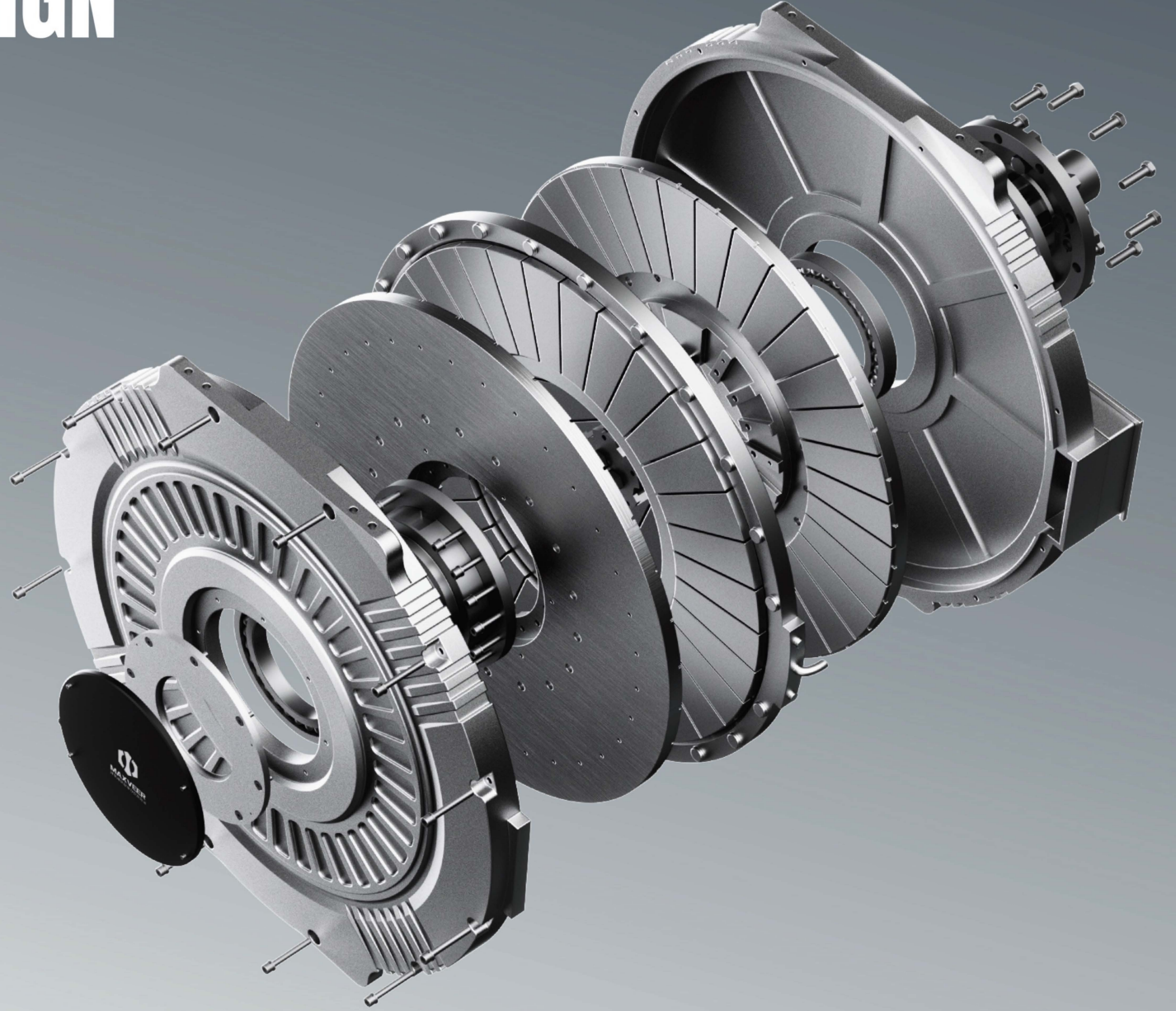
**BY 2040, THE NUMBER OF  
ELECTRIC MOTORS IN THE  
WORLD WILL DOUBLE**

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# INNOVATION IN DESIGN

Nanocomposite Stator Core  
Axial Pancake Design  
Full Submergibility



# NANOCOMPOSITE TECHNOLOGY



## Features:

The motor uses nano-technology-based rare earth composite materials, replacing traditional steel laminates in motors, thereby improving motor efficiency.

The core and windings of a traditional motor



## Advantages:

Nano-materials have characteristics such as no hysteresis loss, **no iron loss, no noise, high magnetic permeability, and excellent heat dissipation**, which effectively eliminate magnetic hysteresis losses and enhance motor efficiency.

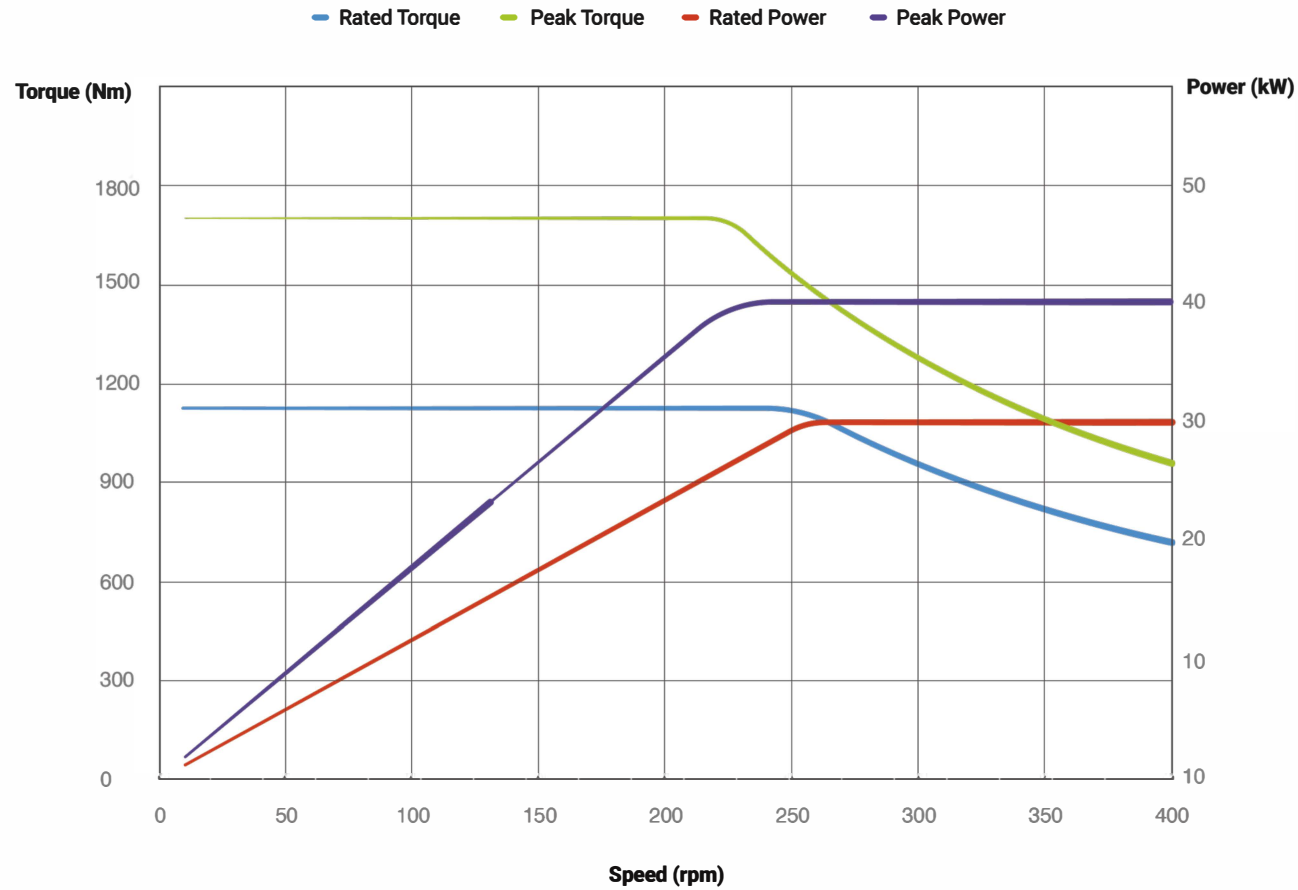
Up to 80% reduction in mass and weight.

Energy efficiency and power density are significantly increased.

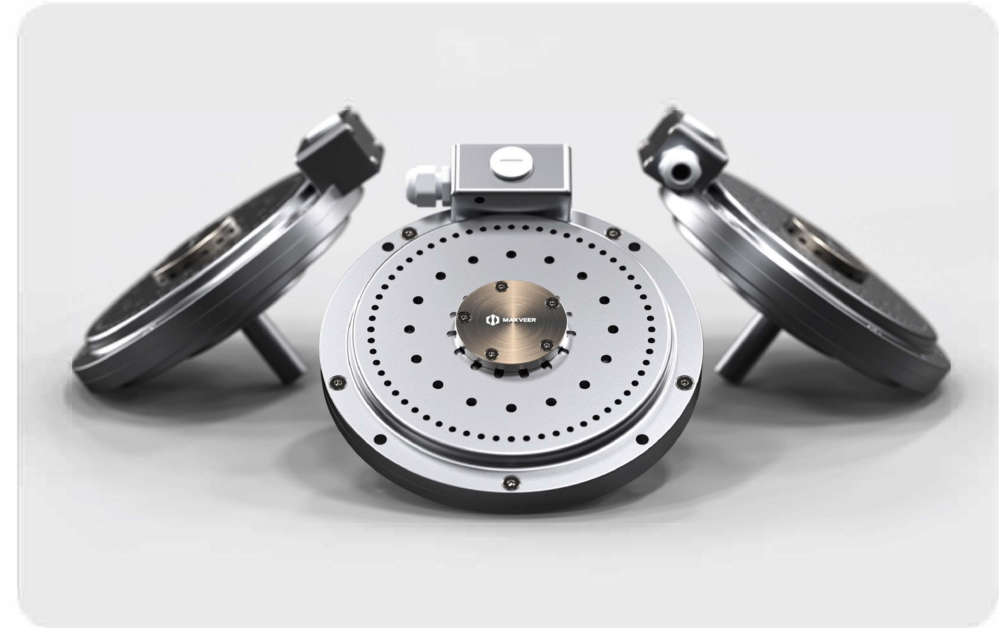
New motor stator (coreless)



# HIGH EFFICIENCY



**ENERGY EFFICIENCY**  
**UP TO 98%**

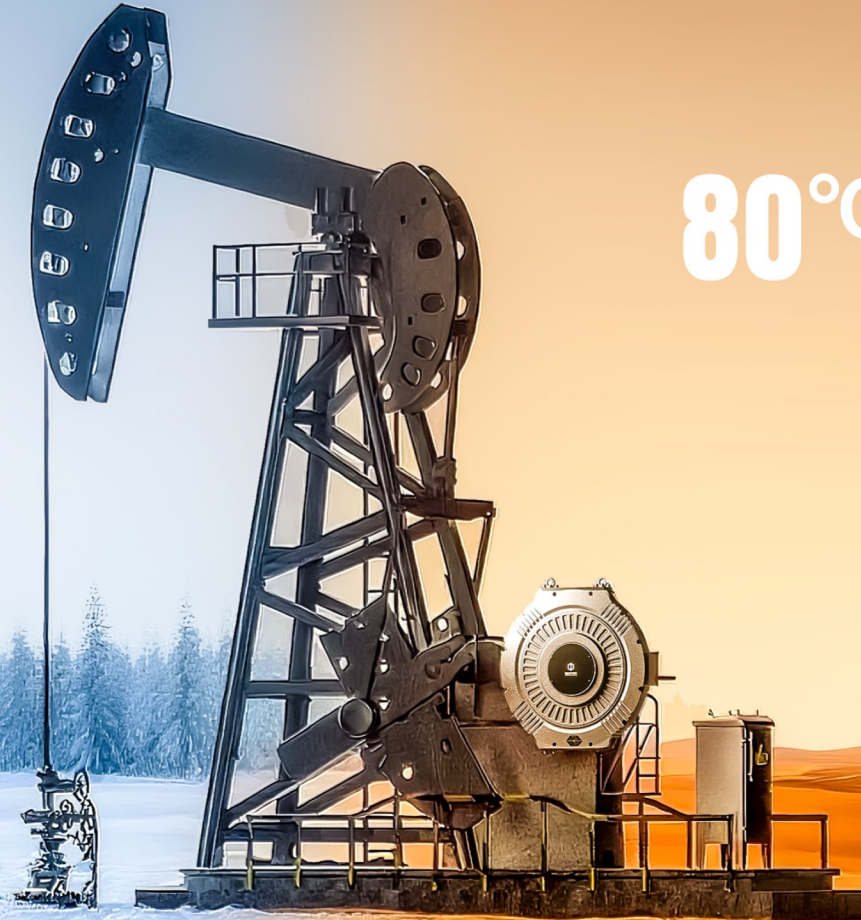


# LOW / HIGH TEMP OPERATION

-40°C ~ 80°C Wild Temperature Range

-40°C

80°C



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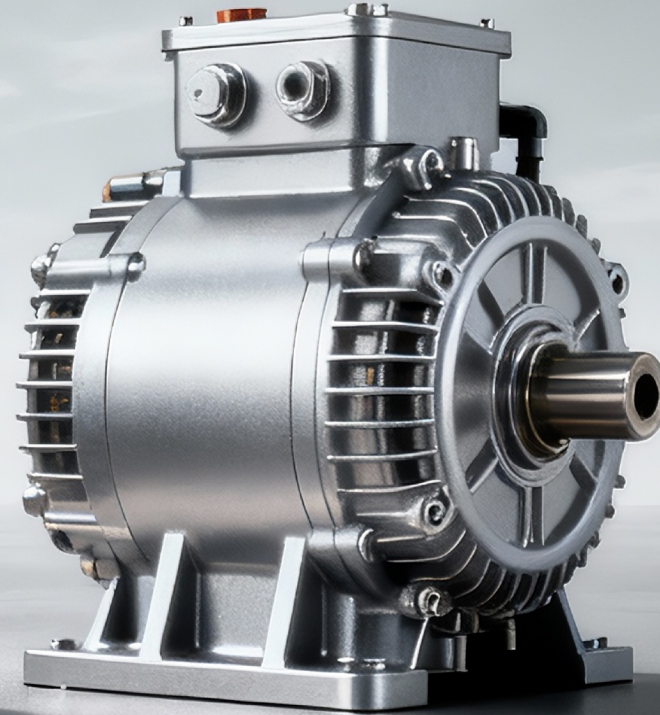


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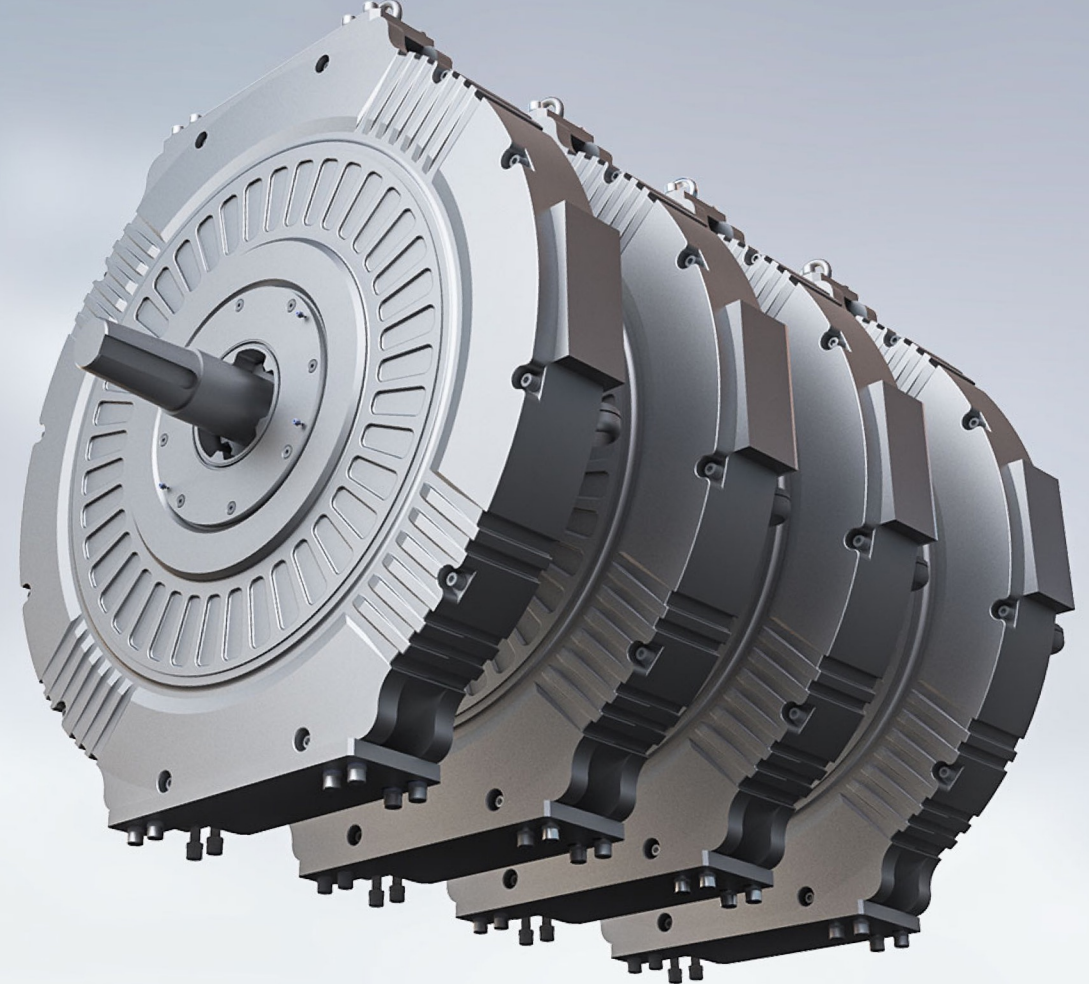
# THIN & LIGHTWEIGHT

COMPACT DESIGN – LESS VOLUME  
NON-IRON CORE – LESS WEIGHT



# MODULARITY & CUSTOMIZABILITY

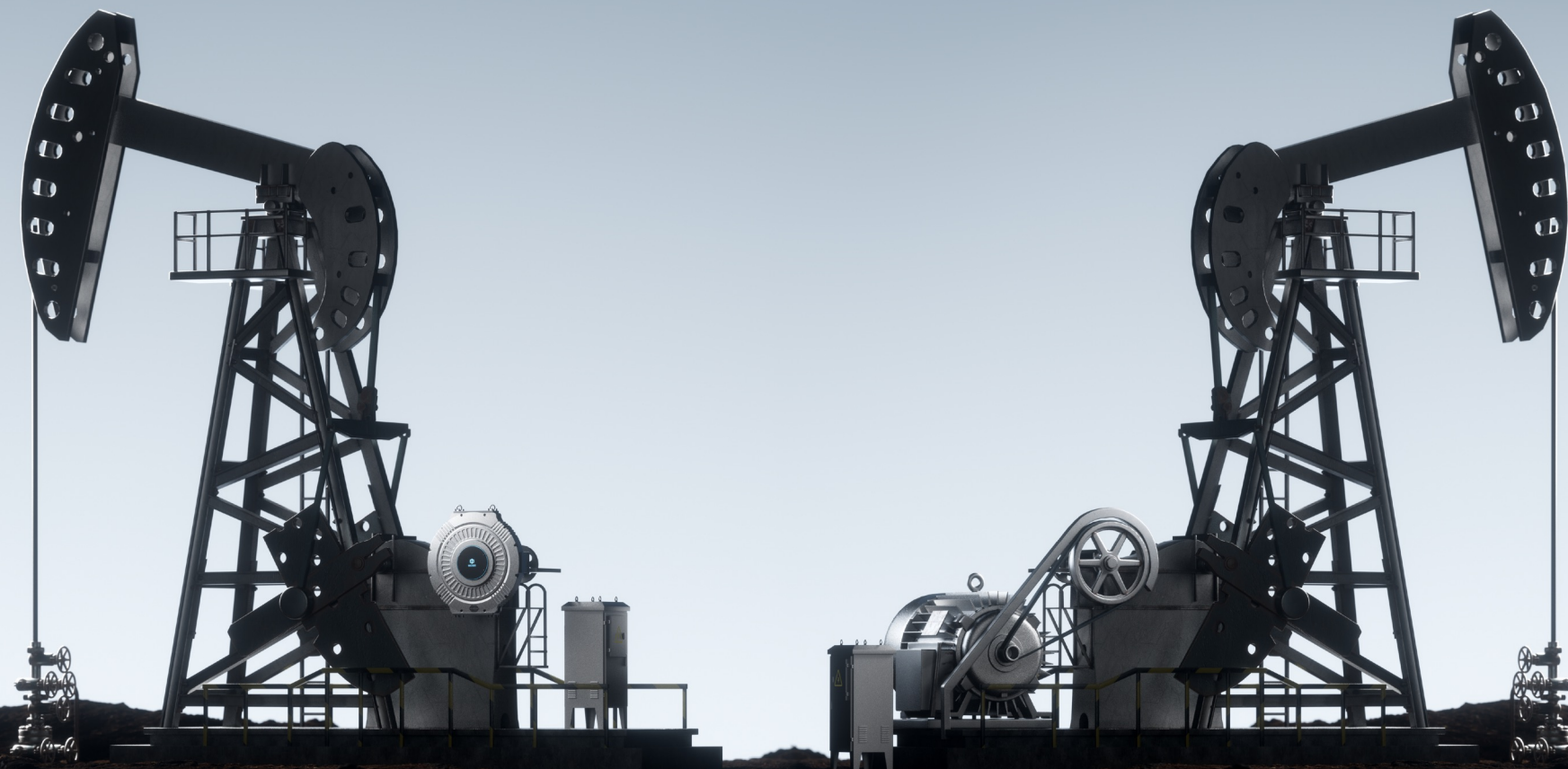
MOTORS ARE MODULAR AND “STACKABLE”  
EXPONENTIAL INCREASE IN POWER OUTPUT



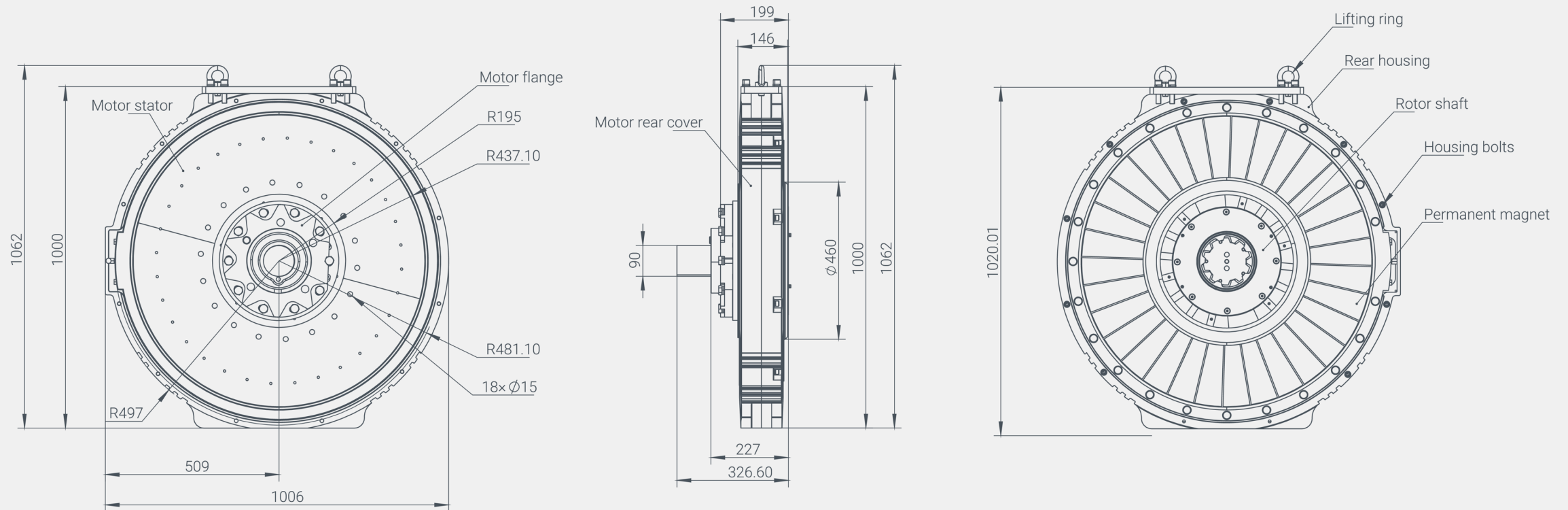
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# OIL WELL MOTOR COMPARISON



# OIL MOTOR SIZE COMPARISON



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# EASY INSTALLATION

No pulleys or reduction gearboxes required.

No need to modify the machine.

Easy connection and match with the flange.



# APPLICATIONS - CNPC

Our products



Traditonal Motor





# REAL APPLICATION

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## Oil Well Introduction:

**Location:** Daqing, China

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**Downhole Depth:** over 4,000 meter

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**Operation Temperature:** -40°C ~ 35°C

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**Working Environment:** Harsh Environment

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**Pumpjack Quantity:** 100,000+



# SAVE COSTS, CREATE VALUE

**\$16,000+**

Reduced Labor  
Services Cost

**\$16,800+**

Saved Pulley Replacement  
Cost per Year

**\$13,000+**

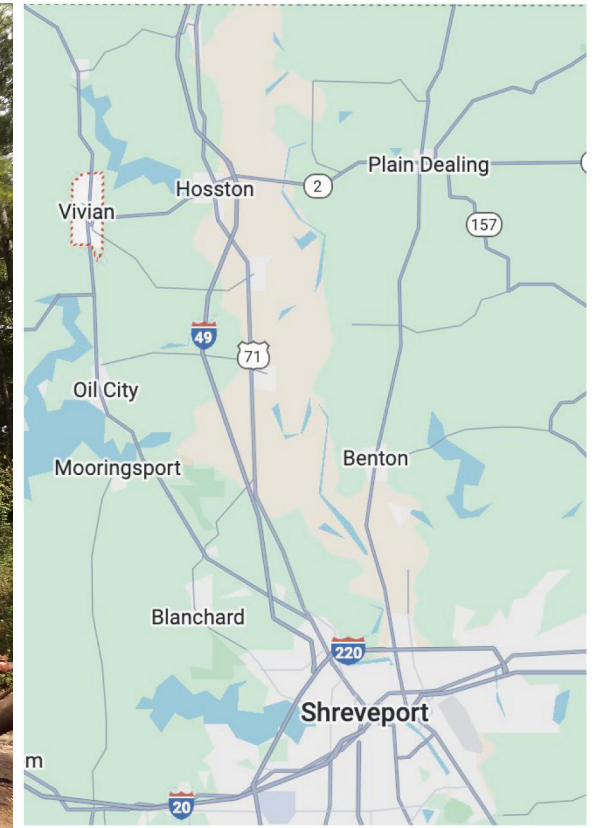
Improved Production  
Value per Day



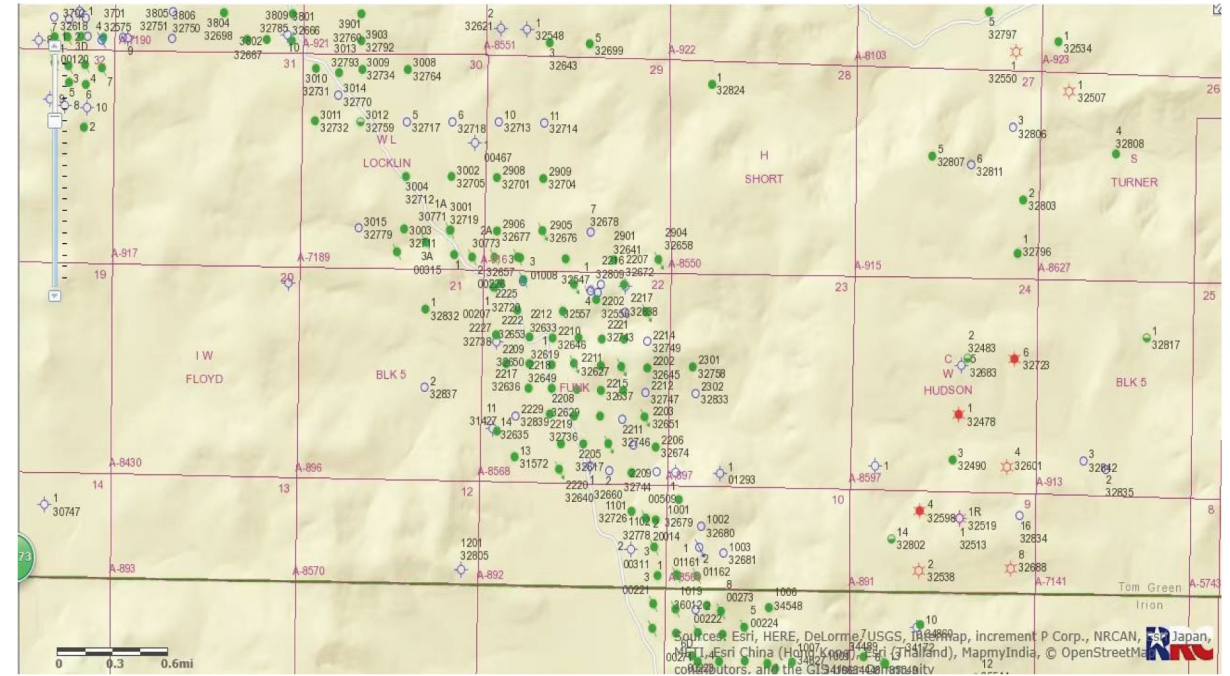
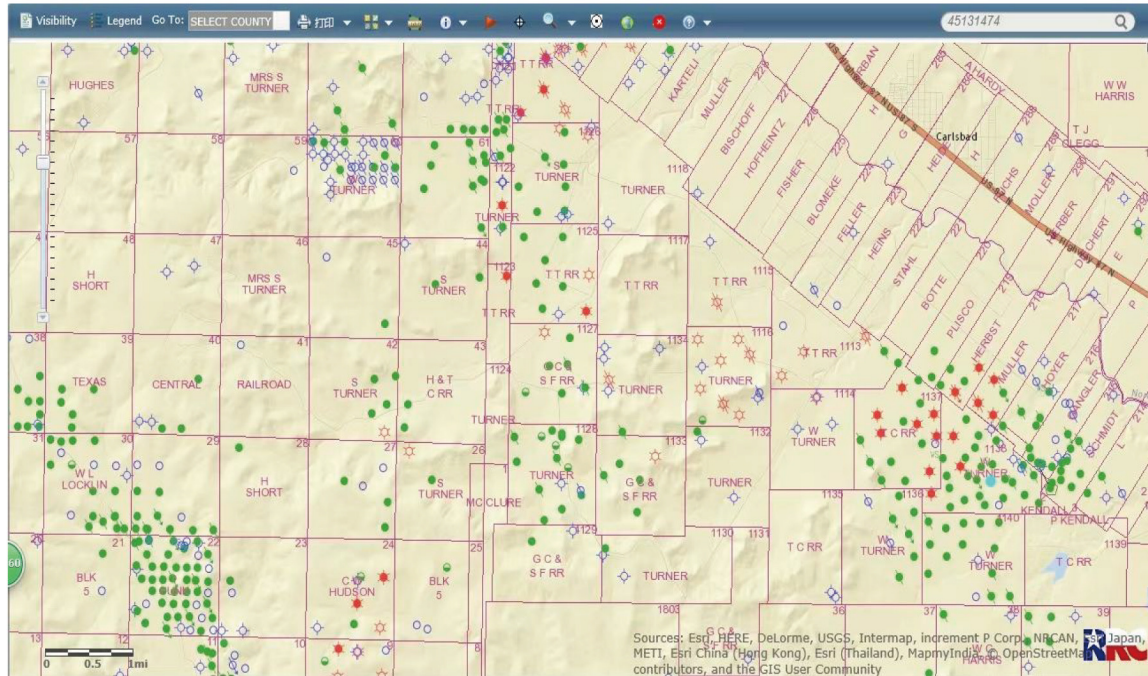
**BEFORE & AFTER**



# APPLICATIONS-SHREVEPORT, LOUISIANA



# VIVIAN, LOUISIANA PUMP JACK MAP

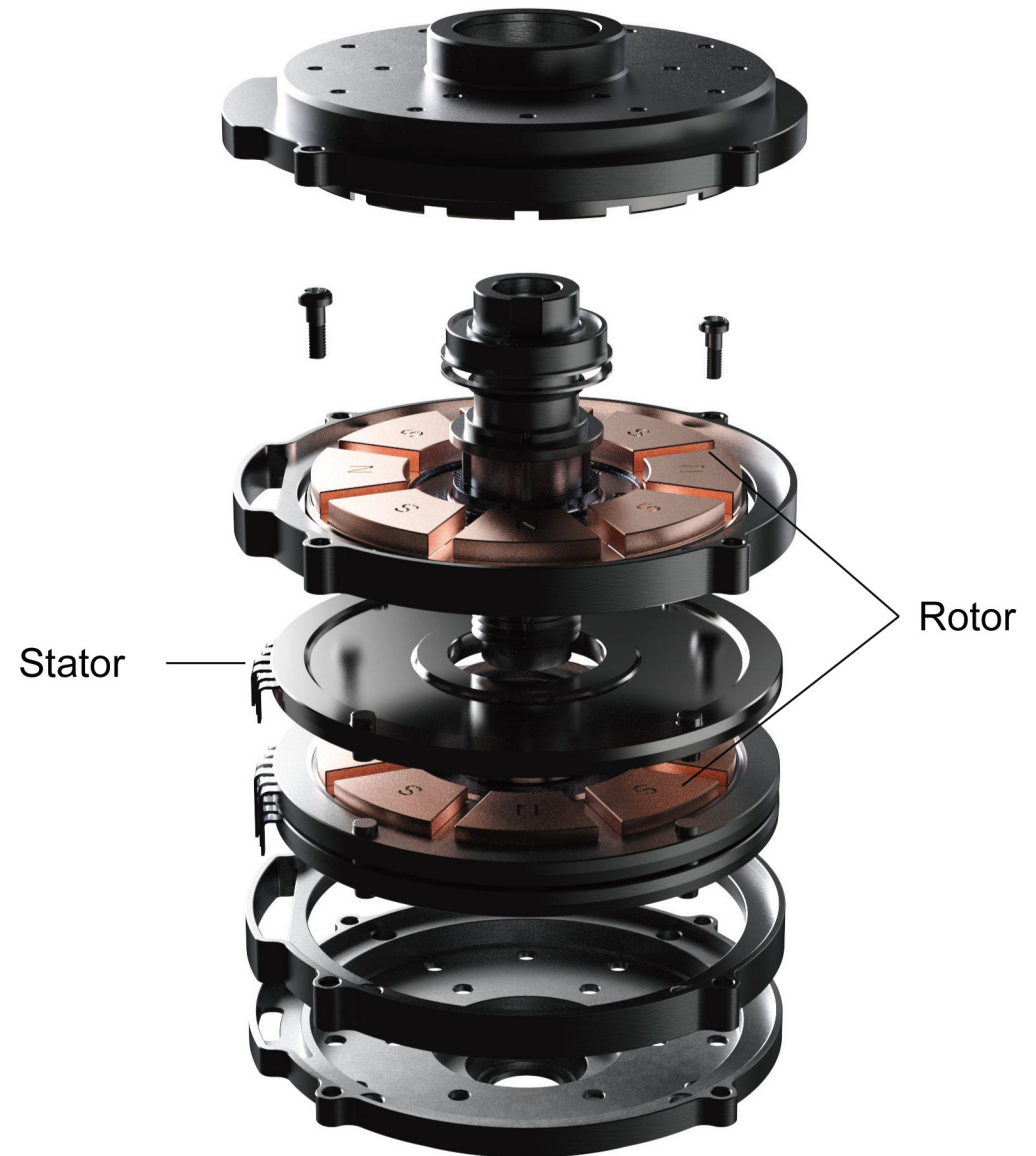


# WHAT IS AN AFM?

A BREAKTHROUGH IN ELECTRIC MOTOR DESIGN  
DRASTICALLY INCREASING ENERGY EFFICIENCY,  
PERFORMANCE, AND RELIABILITY.

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- Magnetic flux parallel to axis of rotation (shaft)
  - Pancake design with smaller “footprint”
  - Modular “stackable” design
  - Improved energy efficiency
  - Simplistic design with less wear on components
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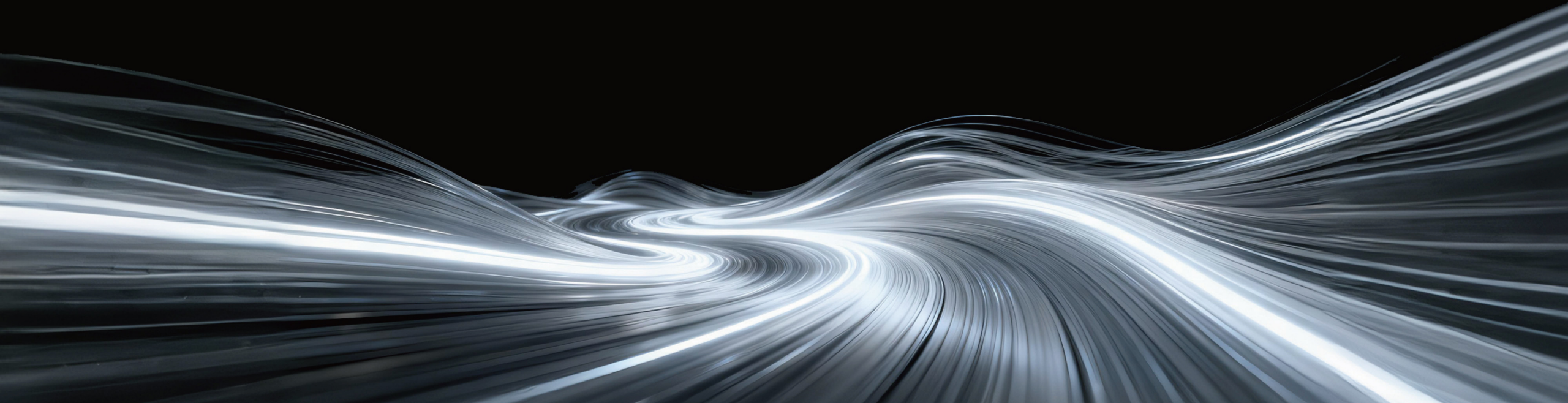


# TECHNICAL PARAMETERS

Rated Power	Gearbox Type	Gearbox Output (Nm)	Speed Ratio	Stroke Times	Motor Speed (RPM)	Rated Torque (Nm)
75 kW	14-89KNm-D	89,000	39.7	4	159	4,510
75 kW	14-89KNm-D	89,000	39.7	5	199	3,608
75 kW	14-89KNm-D	89,000	39.7	6	238	3,007



# OUR IMPACT



# ENERGY SAVINGS

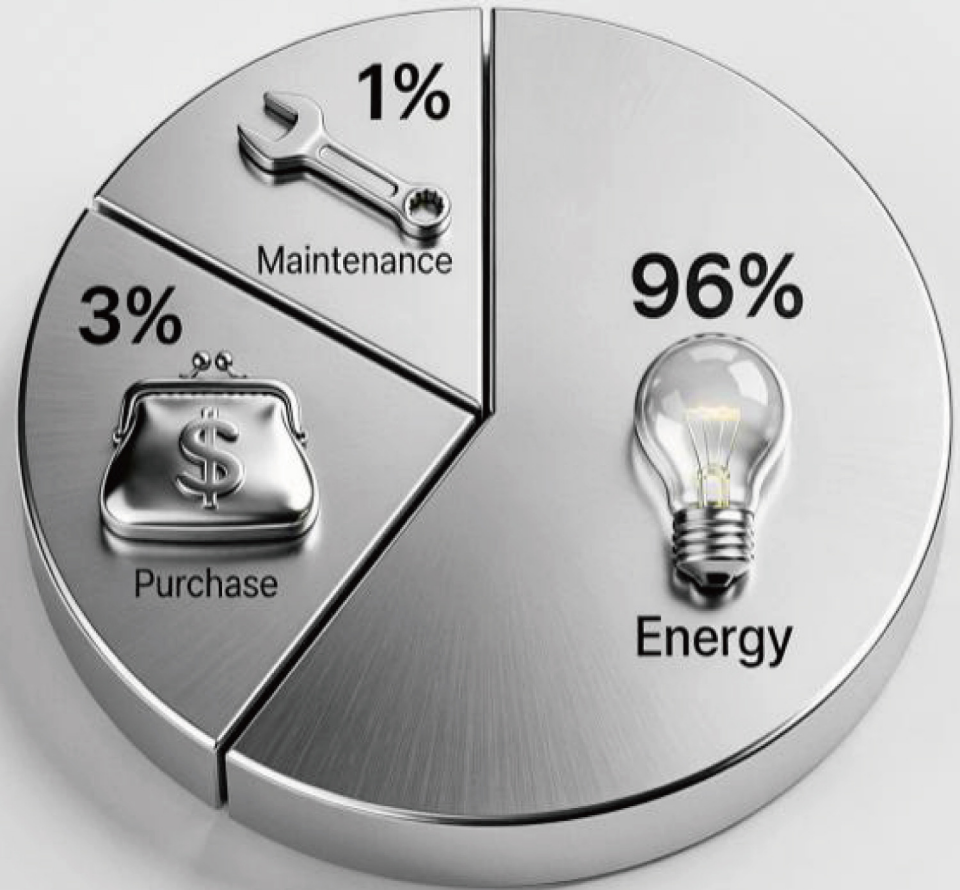
- IMPROVED EFFICIENCY RESULTING IN ENERGY SAVINGS
- **30%+** (compared to traditional permanent magnet synchronous motors)



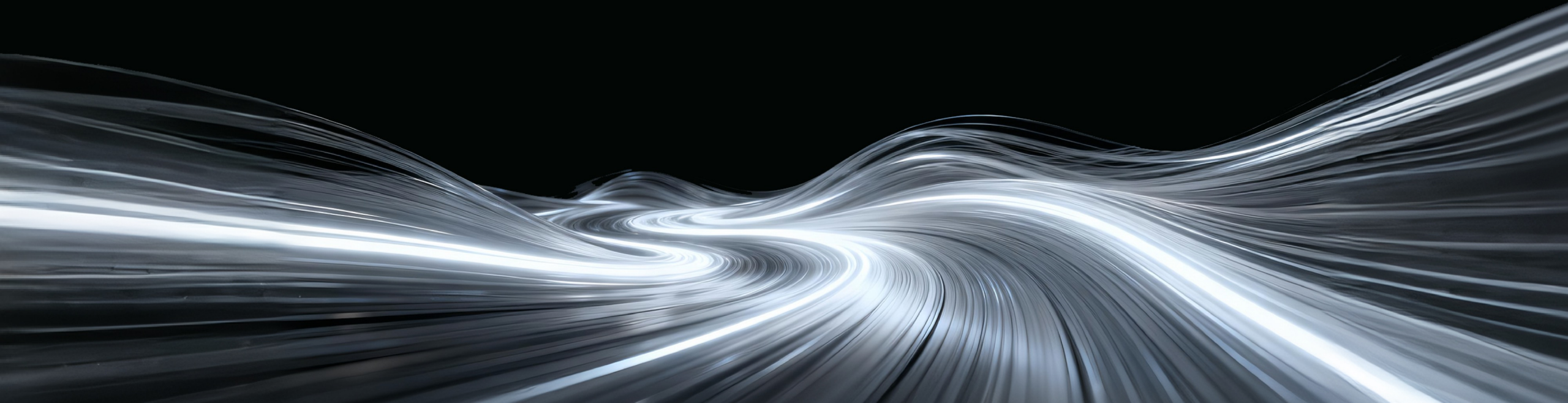
# ENERGY SAVINGS

Better lifetime efficiency for the whole system. Upgrading to NEMA Super Premium not only future-proofs your installation, it improves the performance of your overall system. Replacing older motor systems with more efficient ones does carry an initial financial cost, the long-term savings over the lifetime of the application far outweigh the cost of the purchase. In fact, the initial investment can often be paid back in as little as one to three years.

Over the lifetime of variable torque applications such as fans and pumps, the majority of the cost comes from the energy used to run the motor.

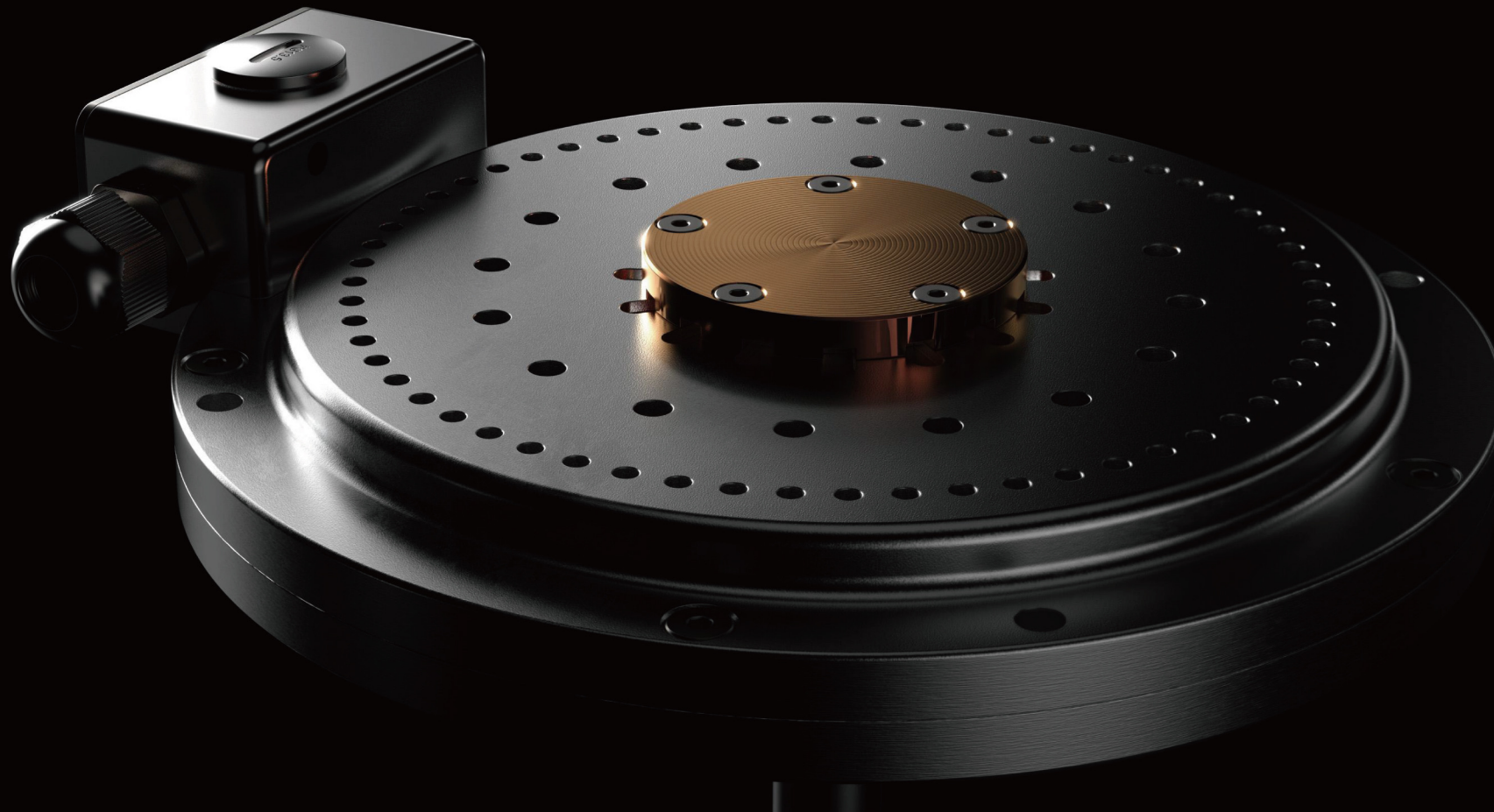


**WHAT ABOUT THE FUTURE?**



# FUTURE OF ENERGY

Maxveer AFMs can be adapted to various industrial applications



# SUBMERSIBILITY

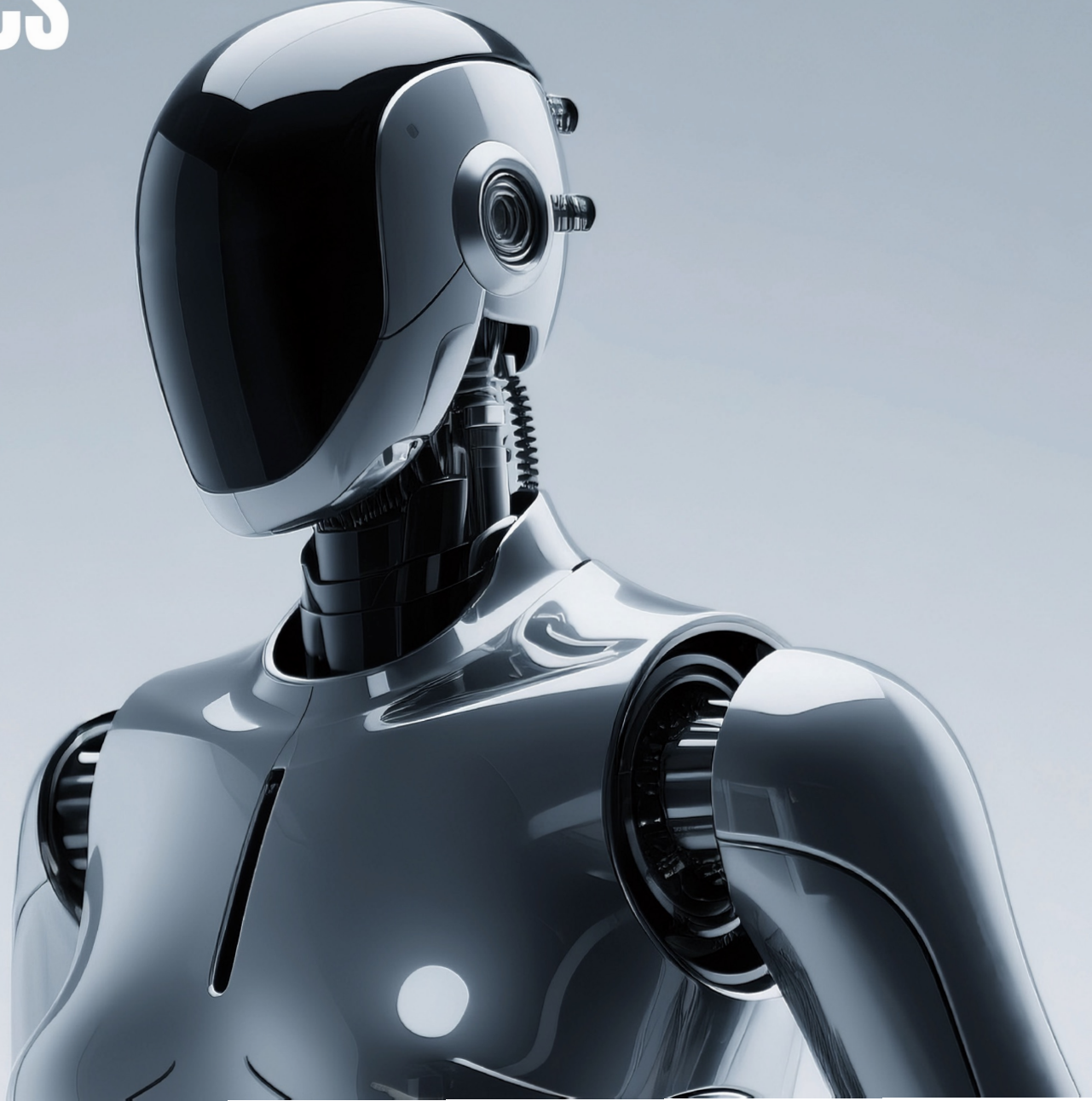
Motor is fully operational under water  
Ideal for water treatment and water pumps

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# HUMANOID ROBOTICS

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# RENEWABLE ENERGY

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# WEIGHT BEARING DRONES

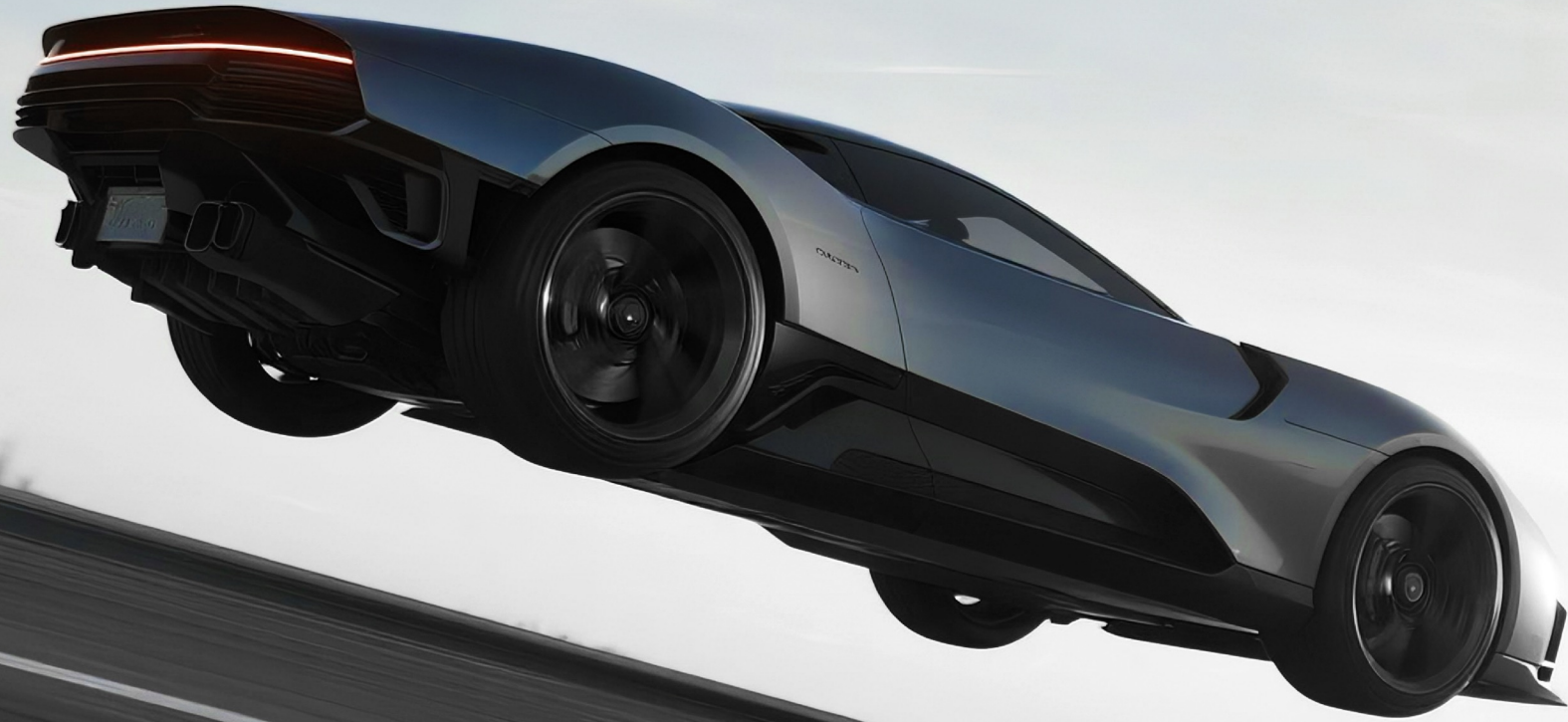
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# WHEEL HUB MOTOR



# FUTURE OF MOBILITY



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