



EVR

**The motor stops being
a part you choose.
It becomes the topology
you build on.**

A vendor asks to be considered. A foundation is what the industry builds on.

This book is the move from the first sentence to the second. EVR's current brand, "Re-Imagining Electric Motors," argues at the level of the part: it puts EVR inside the motor-supplier category and asks a powertrain board to rank it against other suppliers on the axes suppliers compete on.

The technology is not a better entry in that category. It changes the physics and the economics of the powertrain itself: half the size and weight at equal power, roughly double the density, a bill of materials cut by a third, and a path off the heavy rare earths the industry cannot control. Stated together, those facts already describe a different category.

The rebrand's job is to say so in a register an OEM board already trusts, and to say it through the facts rather than the adjective. The pages that follow set the position, tell the growth story that earns the word **platform**, fix the voice, and show the mark that carries all of it.

IN THIS BOOK

00	The brand that must move	04
01	The position	06
02	Growth narrative	08
03	The verbal register	12
04	The mark	14
05	Applied	17
06	The system's range	19

THE POSITION IN FOUR NUMBERS

1/2

SIZE &
WEIGHT,
EQUAL POWER

2x

POWER DENSITY

-30% HRE-free

BOM PER KW MAGNET OPTION

Source: EVR technology page (evr-motors.com/technology), read 2026-08-15.
EVR's own published claims.

This is a brand-direction document, not a specification. Every figure it carries is EVR's own published claim, tagged where it appears. It reads as one launch with the global-expansion dossier: same system, same discipline.



00

The brand that must move

A name that describes an activity inside a category keeps you in the category. The ambition lives one level up.

What the current brand says, and to whom

“**R**e-Imagining Electric Motors,” turbine-and-blue, is the register of a supplier asking to be considered. It names an activity, re-imagining, and a category, electric motors, and it seats EVR inside that category as one more entrant. It positions the company to be evaluated against other motor makers on the axes motor makers compete on.

That is the exact frame the growth ambition must escape. EVR does not want to be the best entry in the motor-supplier category. It wants to be the thing the next generation of powertrains is built on. The current brand cannot carry that, because it argues at the component level while the ambition lives at the platform level.

A brand that argues at the level of the part invites a comparison of parts.

The move the rebrand makes

The task is to shift EVR from a better motor to a better set of rules for building electric powertrains, and to say it in the register an OEM powertrain board already trusts.

FROM A components supplier	TO The layer the powertrain runs on
Turbine & cool blue	Graphite & a single conductor of copper
Evaluated as a spec	Standardised on as an architecture

THE DISCIPLINE THIS BOOK KEEPS

Claim the platform through the facts, never through the word. Say the true things, one topology, every segment, licensed and localised, already built on, and let the board reach “this is a platform” on their own. A buyer who arrives at the word believes it. A buyer handed the word inspects it.

The position

THE IDEA EVR OWNS, STATED AS
ONE SENTENCE A BOARD CAN CHECK
CLAUSE BY CLAUSE

THE SINGLE DEFENSIBLE SENTENCE

EVR is the motor topology that rewrites the physical and economic constraints of electrification: half the size and weight at equal power, roughly double the density, a bill of materials cut by a third, and a path off heavy rare earths. It is sold and licensed to the OEMs who build their powertrains on it.

Every clause is a claim EVR can stand behind in a room full of powertrain engineers. Each is EVR's own published figure. The position inflates nothing; its power is that the true facts, stated together, already describe a different category than "motor supplier."

PATENTED

The Trapezoidal Stator topology is protected IP, not a manufacturing trick copied next quarter.

ARCHITECTURAL

A step change, not a tuning gain, which is why the numbers cluster around halves and doublings.

ALREADY BUILT ON

Past the lab: licensed and localised through real industrial partners in market.

What it unlocks, in the OEM buyer's own terms

The position only matters if the buyer sees what it does for their program. A board does not purchase power density. It purchases a cheaper, lighter, more sourceable vehicle. Four unlocks, each resolving to the vehicle program, not the motor spec.

01 COST STRUCTURE

-30%

A cheaper vehicle at the same performance. The ~30% lower BOM per kW plus downstream mass and battery savings move the vehicle's cost structure, not just a line item. [EVR PUBLISHED](#)

02 PACKAGING FREEDOM

<1/2

A motor at less than half the size and weight opens the architecture: easier to integrate, viable in segments where every centimetre and kilogram saved is critical. [EVR PUBLISHED](#)

03 SUPPLY-CHAIN INSULATION **HRE-free**

The heavy-rare-earth-free option removes a dependency now treated as a board-level and government-level risk, and lets an OEM build to local-content mandates rather than fight them. [EVR PUBLISHED](#)

04 ONE TOPOLOGY, WHOLE RANGE

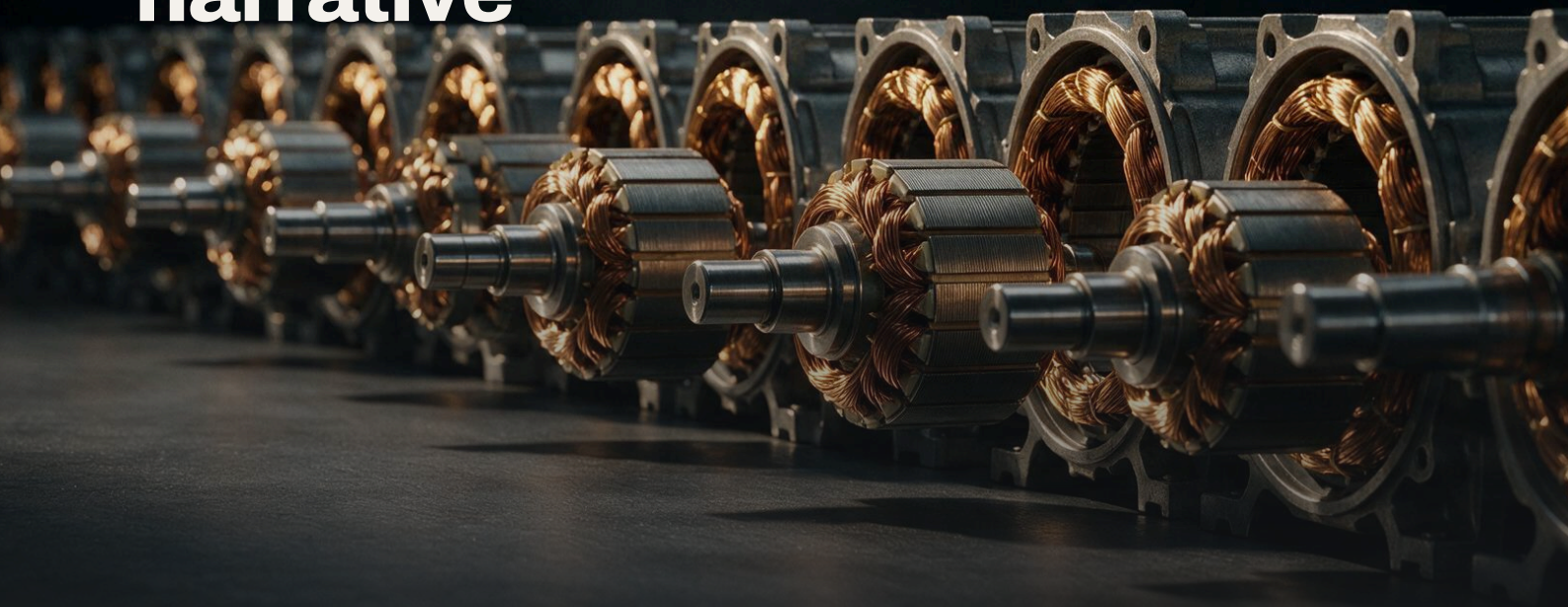
48V–800V

The same design and tooling tailors from 48V to 800V, air or liquid, internal or external rotor, standalone or x-in-1. An OEM standardises on one architecture instead of sourcing four unrelated ones. [EVR PUBLISHED](#)

That last unlock is the bridge from product to platform.

A component you standardise across an entire range stops behaving like a component. It behaves like an architecture, and the growth narrative begins exactly there. It is the subject of the next section.

The growth narrative



Three acts. Each is true today. The arc is the order in which EVR earns the right to claim the next.

ACT I

The constraint everyone accepted

ACT II

The method proves it scales

ACT III

The platform the industry builds on

For a decade, “smaller and lighter” meant “less power, or more cost.”

The industry treated the motor's size-weight-cost penalty as physics. It was the fixed cost of the machine, the thing every program designed around. EVR's patented Trapezoidal Stator topology removed the trade-off rather than negotiating it: less than half the size and weight, at equal power, at roughly 30% lower bill of materials.

This is the product truth, and it is the proof of a **method**, a different way to build the machine, not a one-off better part. Three-dimensional trapezoidal SMC teeth. Pre-wound trapezoidal coils. A high fill factor with no end windings. The mechanism is nameable, which is what separates a topology from a marketing claim.

A method that produces one extraordinary motor can, by definition, produce the next one the same way. That is the seed of everything the arc claims later. Act I is not “we made a good motor.” It is “we found a different rule, and the rule holds.”

THE TRADE-OFF, REMOVED

$< 1/2$

SIZE & WEIGHT AT EQUAL POWER

-30%

BILL OF MATERIALS PER KW

+15%

FILL FACTOR

EVR technology page, read 2026-08-15.

EVR PUBLISHED

THE MECHANISM, NAMED

Trapezoidal SMC teeth • pre-wound trapezoidal coils • high fill factor • no end windings. The register can go technical without apology; the audience wants the physics.

A PART IS COPIED

A better component is reverse-engineered and matched within a product cycle. It buys a supplier one advantage, briefly.

A RULE COMPOUNDS

A patented topology is a rule for building the machine. It produces the next motor, and the one after, on the same physics.

WHICH IS WHY ACT I MATTERS

The claim is not a good motor. It is a rule that holds, and everything the arc says next stands on it.



A clever motor is a demo. A topology is a platform when the same rules produce the whole range, and when serious manufacturers build on it.

Both conditions are now met. The same design and tooling tailors across every segment and voltage class, from 48V to 800V, air or liquid cooled, internal or external rotor, standalone or integrated. One core, many products. That is the literal definition of a platform, met at the level of the machine.

And EVR is past the proving stage. Its topology is licensed and localised through real industrial partners: a Made-in-India ePowertrain program with a tier-one industrial group, a two-wheeler licensing agreement, OEM manufacturing partners in market. The company carries the earned confidence of a business whose technology is already being built into products, not the hope of one still asking to be tried.

WHY ACT II CARRIES AS GRAVITY, NOT A ROSTER

The India traction and the tier-one partnerships are the proof that Act II is real. They carry in the brand as **register and confidence**, never as a printed customer list.

A brand that name-drops its customers is still asking to be believed. A brand that speaks as though the question is settled has moved past it. The confidence shows in how EVR speaks, not in whose logo it prints.

ONE CORE → MANY PRODUCTS

48V → 800V • air / liquid
internal / external rotor
standalone / x-in-1
2-wheeler → commercial vehicle

EVR / APT [International supplier page](#); EVR
LinkedIn. **EVR PUBLISHED**

EVR does not argue for a hearing. It is already being built on, and it speaks from there.

WHAT THE EARNED POSTURE CHANGES

A challenger opens by defending the technology: here is why you should believe the numbers. That posture keeps the buyer in the seat of the judge.

A foundation opens on the buyer's program: here is what your vehicle costs and depends on. The numbers are assumed, because the market already tried them.



The foundation an industry standardises on

When one topology can be localised anywhere, tailored to any segment, priced below the incumbent, and delivered free of the materials governments are restricting, it stops being a component a buyer selects. It becomes a foundation an industry standardises on.

EVR's endgame is not to sell more motors than the next supplier. It is to become the electric-motor architecture that OEMs design their powertrains around, the layer beneath the vehicle the whole program depends on.

A licensing-and-localisation model is precisely how a foundation spreads. Not by shipping units from one factory, but by letting the industry build EVR's topology into its own products, everywhere, on EVR's IP.

SELL

EVR-built motors, where EVR makes the machine.

LICENSE

EVR-designed motors, where the OEM builds on EVR's IP. The foundation spreads on both.



“Platform,” said carefully

The word has to survive a technical board's skepticism, so it is grounded, not borrowed. Three tests, each met by a fact rather than a claim.

TEST 01

One core, many products

A platform is one core that many products are built on. EVR's topology is one design system that tailors into many motors across many segments off shared tooling. The literal definition, met.

TEST 02

Built upon, not sold once

A platform spreads by being built upon. EVR's model is sell and license: OEMs and Tier-1s manufacture EVR-designed motors to their own requirements. The industry builds on EVR; EVR does not merely supply it.

TEST 03

Trust before scale

A platform earns trust before it earns scale. EVR has the markers a foundation needs first: patented IP, a deep automotive board, serious backing, and real industrial partners already localising the technology.

THE NARRATIVE DISCIPLINE

Claim the platform through the facts, never through the adjective.

The brand should almost never say “we are a platform.” It should say the true things, one topology, every segment, licensed and localised, already built on, and let the board conclude “this is a platform” themselves.

A BUYER WHO ARRIVES
AT THE WORD
believes it.

A BUYER HANDED THE
WORD
inspects it.

THE DISCIPLINE, KEPT ON THE PAGE

“Already built on”

carried as gravity, never a printed customer list. See Act II.

“One topology”

stated as the range it tailors, not as a slogan. See the position.

“Licensed & localised”

the mechanism a foundation spreads by. See Act III.

The verbal register

EVR speaks like the senior engineer in the room who is also the one who understands the P&L: technical authority and commercial gravity in one voice.

01 State, don't sell.

The facts are extraordinary; the delivery is flat. The number is the drama. Confidence reads as understatement.

02 Argue at the program level.

Every claim resolves to what it does for the vehicle program, not a spec in isolation.

03 Own the mechanism.

Be specific about how. Naming the mechanism separates a real topology from a marketing claim.

04 Carry a foundation's confidence.

No pleading, no revolution language. Provide the layer the next generation runs on. A calmer, larger posture.

05 Respect the reader's skepticism.

Ground every figure, name every basis, write the honest range. Trust is the whole game in a licensing business.

THE REFUSE-LIST

Words the brand does not use, because a technical audience hears them as filler:

~~unlock~~ ~~next-level~~ ~~empower~~
~~revolutionary~~ ~~game-changing~~
~~cutting-edge~~ ~~seamless~~
~~solutions~~

No consumer-EV lifestyle warmth. No superlative doing a number's work. And never the dash-as-splice that reads machine-written: where two thoughts meet, use a period, a colon, or a real subordinate clause.

STATE, DON'T SELL: THE SAME FACT, TWO REGISTERS

THE REGISTER EVR REFUSES

"A revolutionary, game-changing motor that unlocks next-level performance."

THE REGISTER EVR KEEPS

"Half the size and weight, at equal power. Thirty percent less bill of materials. Already in production."

The voice in practice: how EVR opens to a powertrain board

“Your motor is carrying a penalty you've treated as fixed. At equal power, it is more than twice the size and weight it needs to be, its bill of materials is a third higher than it needs to be, and it ties your program to heavy rare earths you cannot source with confidence.

Our topology removes all three, and it is already being built into powertrains in production.

The question for your program is not whether the motor can be better. It is what your vehicle costs, weighs, and depends on once it is.”

WHAT THE PASSAGE DOES

Opens on the buyer's problem
not EVR's product.

States the numbers flat
no adjective in front of them.

Carries the confidence
“already being built on,” without
naming a customer.

Ends on the buyer's program
not EVR's motor. That is the voice.

THE LINE THAT REPLACES “RE-IMAGINING ELECTRIC MOTORS”

LEAD LINE • TRUE TODAY, SCALES TOMORROW

The motor, without the penalty.

Fuller sibling:

Half the size. Twice the density. None of the compromise.

AMBITION LINE • THE PLATFORM FLAG

The topology the industry builds on.

Held for the moment EVR plants the flag: a capabilities-deck cover, an investor narrative, a keynote. Earlier in the arc, the lead line is safer and still true.

HOW THE TWO LINES SHARE A STAGE

The lead line names the buyer's experience of the position: the penalty, removed. It is true on the first surface EVR shows and on the last, so it can carry the everyday weight of the brand.

The ambition line names the endgame. It is held back until the room is ready for the platform claim, so that when EVR finally says it, the facts have already made it obvious.



MOTORS

THE IDEA

The V is not a letter dressed up. It is the trapezoidal stator tooth, EVR's patented, defensible geometry, standing in for the middle of the name. The mark carries the real source of the density story at a glance.

THE CONDUCTOR

A single copper seat runs the trough of the V, the one conductor in an otherwise graphite mark. It is the pre-wound coil in the tooth: the mechanism, not decoration. Copper appears once, at the structural moment.

WHY IT HOLDS "MOTORS" LOOSELY

EVR is the mark; "Motors" recedes to a descriptor, set small in mono. As the platform story grows, the lockup flexes without a redraw, because the name was never the component.

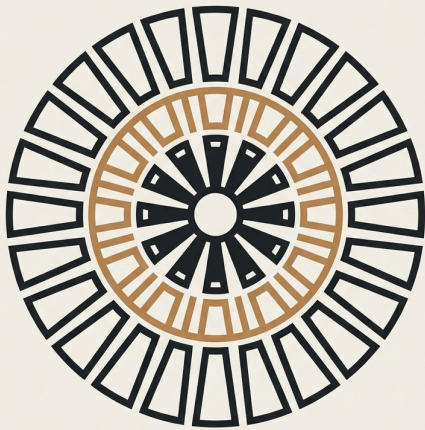
THE LOCKUP HOLDS ITS GROUND ON EITHER FIELD



On paper, the letters go graphite



On graphite, they go paper. The copper never moves.



THE EMBLEM • THE TOPOLOGY READ AS A RADIAL MARK

A mark that reads as the layer beneath, not the gadget on top

Where the wordmark carries the name, the emblem carries the machine. The trapezoidal teeth radiate from a centre the way the real stator's do, graphite steel with copper seated in every tooth. It stands alone on a spine, a chip on a spec sheet, a favicon, wherever the wordmark is too much.

The brief asked for gravity over shine: a mark that would sit credibly on a dense engineering document and on a board-facing narrative both. The geometry is not forced. It is the inevitable one, because it is the true one.

WHAT THE MARK MUST NEVER DO

Never bake the name into a rendered image. The lockup is always a live text or vector layer over the ground, so "Motors" can recede and the mark can flex as the platform story grows. Every surface in this book obeys that rule.

CLEARSPACE

The V's full height on every side. The mark is given room the way a foundation is given ground.

MINIMUM SIZE

The wordmark holds to 9mm wide in print; below that, the emblem carries alone.

ONE COPPER ONLY

The conductor never multiplies. If two elements compete for the copper, neither is structural.

WORDMARK OR EMBLEM, WHEN

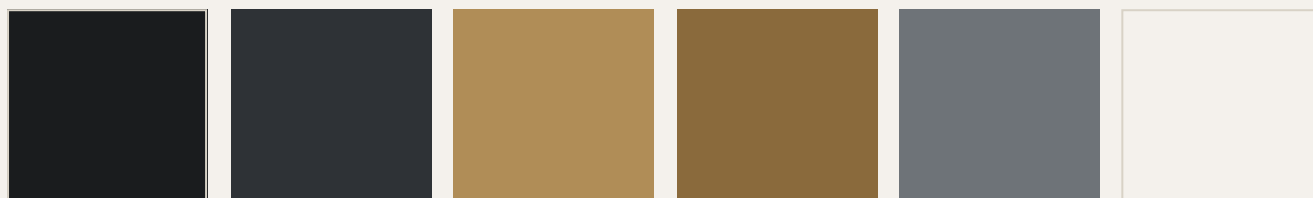
The wordmark leads wherever the name should be read: covers, headers, decks, the first line of any surface. It is the brand saying its own name.

The emblem carries where the wordmark is too much or too small: a spine, a favicon, a stamp on a spec plate, a watermark. It is the brand recognised without being spelled.

Palette & type

Graphite is the ground the whole system stands on. Copper is the single conductor, spent once per surface at the structural moment, never as accent scatter. The type pairs a confident industrial display with a technical mono, the two registers of the voice made visible.

PALETTE



Graphite
#1A1C1E

Graphite 3
#2E3236

Copper
#B08D57

Copper deep
#8A6A3C

Steel
#6E7378

Paper
#F4F1EC

Copper spend rule: one structural moment per surface. The V's trough, a section rule, a single stat. Never a decorative wash.

TYPE

Archivo

Display · 700 / 800

Ag 24 ¹/₂

The confident industrial voice. Headlines, statements, the numbers that carry the argument. Tight tracking, heavy weight, no shine.

IBM Plex Mono

Technical · 400 / 500

Ag 24 ¹/₂

The engineering register. Labels, provenance, spec data, running furniture. It signals a document a powertrain engineer trusts on sight.

THE SCALE, TOP TO BOTTOM

Statement

Archivo 800 · display

Section head

Archivo 800 · head

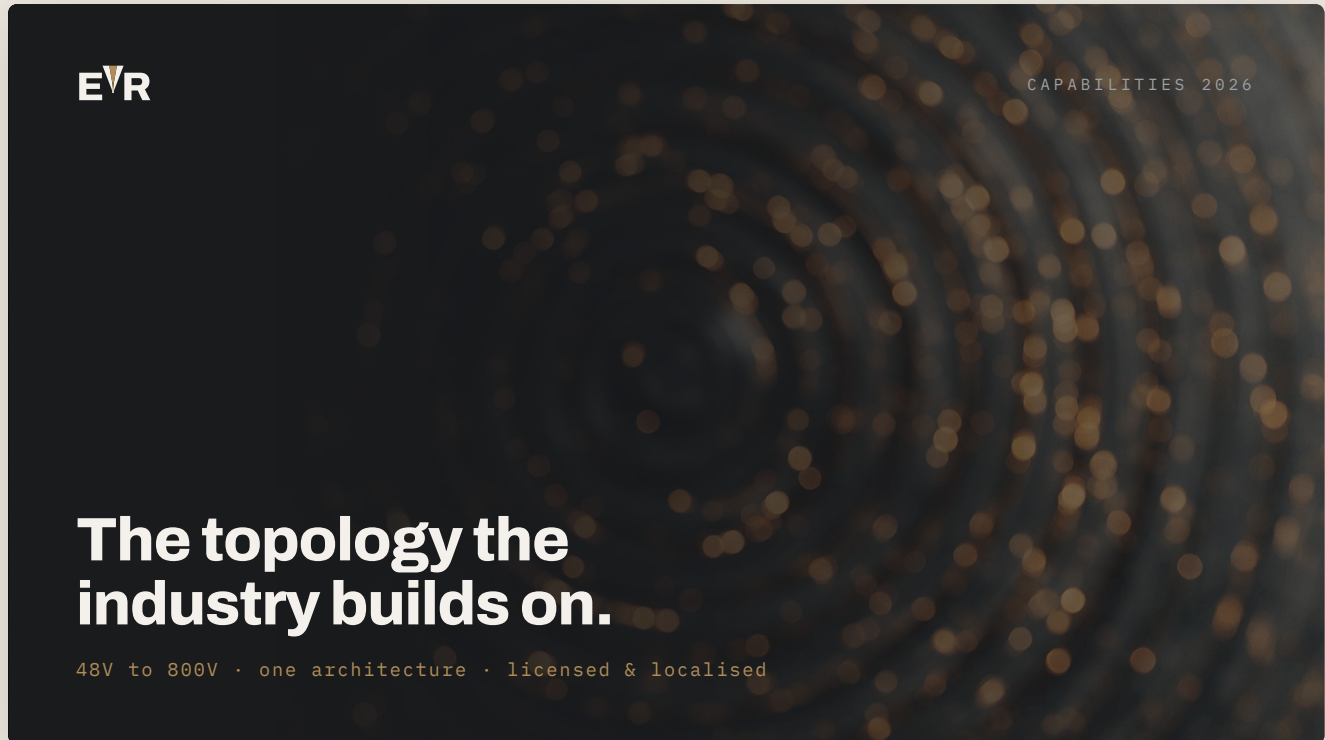
Body & data

Plex Mono 400/500

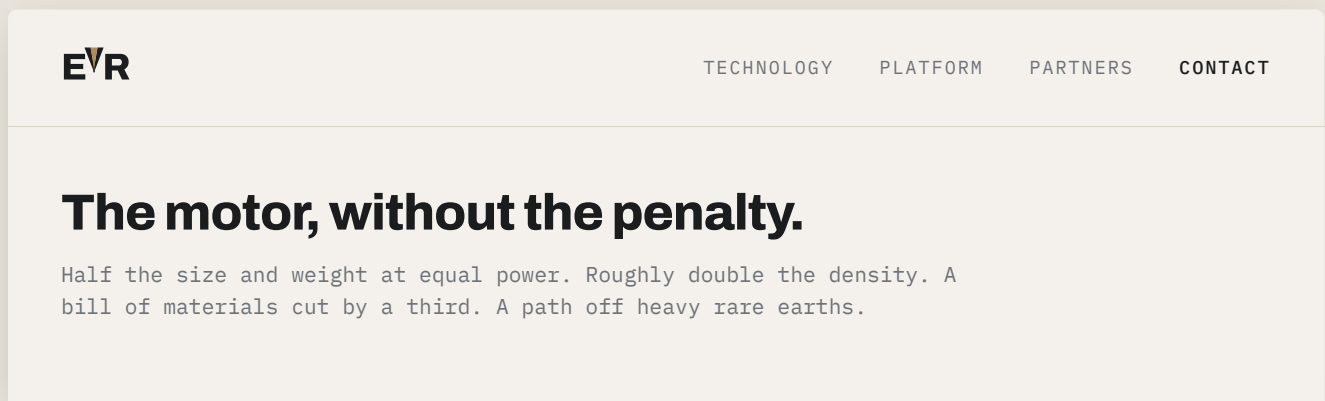
LABEL / KICKER

Plex Mono 500 · tracked

The mark has to survive on a board-facing narrative and a dense engineering document both. Every surface here is composed live: the wordmark is a text layer over the ground, never baked in.



CAPABILITIES-DECK COVER · THE AMBITION LINE AS MASTHEAD



BUSINESS WEB HEADER · THE LEAD LINE, THE WORDMARK ON LIGHT GROUND

The mark on the surface where it is hardest to earn: a spec sheet an engineer reads

Gravity, not shine, is the test here. The wordmark sits at the top of a working document without a trace of marketing, and the copper does one job: the single rule under the header.

	MOTORS	TECHNICAL DATA SHEET TS-RFPM · REV. 2026
Trapezoidal Stator RFPM · representative air-cooled unit		
Peak power	17 kW	Power density ×2.0
Mass	9 kg	Torque density ×1.8
Cooling	Air	BOM per kW −30%
Fill factor	+15%	Magnet HRE-free option
Representative figures per EVR technology page, read 2026-08-15. Comparison basis relevant to US, China, Germany.		
EVR PUBLISHED		

TECHNICAL SPEC-SHEET HEADER · THE MARK HOLDS ON A WORKING ENGINEERING DOCUMENT

WHY THIS SURFACE IS THE REAL TEST

If the mark reads as marketing here, it fails. An engineer trusts a document that looks like it was made by people who respect the data. The Stator system passes because it was built from the machine outward: graphite ground, mono data, copper spent once. The same discipline that carries the board narrative carries the spec sheet.

One system, three registers for three rooms. **Stator leads**, the picked identity: the graphite-and-copper mark this whole book carries. Two sibling registers extend its range without breaking it, so the brand can shift voice between a campaign and a keynote and still read as one company.

EV^R

THE PICK

STATOR

The foundation register. Graphite ground, copper conductor, the tooth-V as the mark. Reads as infrastructure the industry runs on. This is the identity, carried on every core surface.

Spec sheets · board decks ·
web · the mark itself

EX^R

RANGE

COMPRESSION

The campaign voice. The same power in half the space, said with an oxide accent and a mark that squeezes. For the surfaces that argue the benefit loudly: a trade-show wall, a launch film, a headline moment.

Campaigns · events ·
launch · social

E[≡]R

RANGE

FOUNDATION

The platform-flag register. Petrol-blue, layered rule marks, the language of a standard an industry adopts. Reserved for the moment EVR plants the flag: an investor narrative, a keynote, the architecture brand.

Investor · keynote ·
architecture brand

One system. Three rooms.

The range exists so the brand never has to choose between gravity and reach. Stator is home and holds the center of gravity; Compression raises the voice when a campaign needs it; Foundation plants the flag when the room is ready for the platform claim. All three descend from the same geometry, the same graphite, the same single conductor.

WHAT NEVER CHANGES ACROSS THE RANGE

The geometry

The trapezoidal tooth is the root of every mark in the family.

The ground

Graphite carries all three. Only the accent shifts between rooms.

The conductor

One copper moment per surface. The discipline holds everywhere.

THE LINE TO HOLD

Say the true things. Let the board reach the word themselves.

EVR does not argue for a hearing. Its topology is patented, its numbers are published, and it is already being built into powertrains in production. The brand's whole job is to speak from that fact, and to leave the buyer to conclude what the facts already prove.

FIGURE PROVENANCE

Size / weight, $\times 2$ power density, $\times 1.8$ torque density, -30% BOM per kW, -30% assembly time, $+15\%$ fill factor, 17 kW / 9 kg air-cooled, HRE-free magnet option: EVR technology & home pages (evr-motors.com), read 2026-08-15, EVR's own published claims. 48V to 800V range, sell-and-license model: EVR / APT International supplier page, EVR LinkedIn. "Disrupts the incremental trajectory": Opher Doron, AMS interview. India / L&T localisation carried as register and gravity, not a named-customer boast. No figure on these pages was invented; each is EVR's own published claim.

MADE BY KALDUNE

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EVR · BRAND DIRECTION BOOK

