

## **MEDIA RELEASE**

### **MEDATECH, ELECTRIFIED MOTORS TEAM UP TO PROVIDE EV DRIVETRAIN POWER OPTIONALITY TO OFF-HIGHWAY EQUIPMENT MANUFACTURERS & END-USERS**

*Companies combine electrification expertise to broaden AltDrive product line offering with  
addition of market-leading electric motor technology*



**COLLINGWOOD, ONTARIO, CANADA – July 28, 2025 – Today, heavy mobile equipment EV drivetrain specialists MEDATech Engineering announced a strategic collaboration with the UK-based Electrified Motors that will see MEDATech become Electrified Motors’ value-added system integrator and distributor. The collaboration will broaden MEDATech’s signature AltDrive product line with a market-leading electric motor technology.**

AltDrive is a modular, scalable, and install-ready battery electric and battery electric-hybrid drivetrain system. MEDATech has designed 100+ AltDrive systems over the past decade for applications across multiple industrial verticals, including mining, oil & gas, and power generation.



“We have been on the frontlines of heavy mobile equipment electrification across industries and around the globe for over a decade now, and we have fine-tuned and expanded our EV drivetrain offer over that time,” notes Paul Cholewa, AltDrive Divisional Manager. “Leveraging new technologies and know-how when it comes to decarbonizing off-road industrial fleet operations in a way that delivers optimal safety, economic, and environmental benefits, this is what we do at MEDATech and it’s why partnering with Electrified Motors makes so much sense for our customers.”

"At Electrified Motors we are constantly exploring new ways to support customers with powerful, efficient and compact electrification solutions," adds Jim Winchester, Managing Director at Electrified Motors. "OEMs are telling us they want to simplify integration and streamline their supply chains - the partnership with MEDATech is the perfect collaboration to meet this demand, and we look forward to working with them to help more customers transition to clean, efficient platforms."

“Electrified Motors’ world-leading specialization in power-dense, high-efficiency electric motors allows us to continue our ongoing push to continually re-align and improve our install-ready EV drive train offer for the wide range of heavy mobile equipment applications out there in the real world,” remarks Robert Rennie, MEDATech Founder and President. “We have the skill and expertise to design Electrified Motors’ product into an OEM’s machine as well as fill in any integration gaps to provide a full-system solution.”

-30-

**MEDATech media contact:**

Paul Cholewa, Division Manager, AltDrive Power Systems  
MEDATech Engineering  
Corporate Head Office  
35 Sanford Fleming Drive  
Collingwood, ON CANADA L9Y 5A6  
Email: [p.cholewa@medatech.ca](mailto:p.cholewa@medatech.ca)  
Cell: 705.606.0137

**Electrified Motors media contact:**

Rob Kress - Vice President, Sales - Americas  
Electrified Motors  
Corporate Office  
Beech Business Park - Unit 4  
Bridgwater, United Kingdom TA6 4FF  
Cell: 936.689-6364  
E-Mail: [rob.kress@electrified-motors.com](mailto:rob.kress@electrified-motors.com)



---

### **About MEDATech**

Founded in 2003, MEDATech is a global leader in mobile heavy equipment technology integration for the mining, oil & gas, energy, transportation, construction, waste management, and material handling sectors. With a comprehensive team of mechanical, electrical, and software engineers who understand the complexities of the heavy equipment applications they are designing for, along with in-house strategic manufacturing capabilities, MEDATech has established a global reputation for working in partnership with its customers to address the difficult-to-solve challenges facing multiple industries looking to leverage the maximum safety, productivity, and environmental benefits from electrification, automation, and digitalization. For more information, please visit: [www.medatech.ca](http://www.medatech.ca)

### **About Electrified Motors**

Electrified Motors designs and builds compact IPM/PMAC motors that deliver maximum power and efficiency to withstand the toughest operating environments. Electrified motors are specifically designed to meet the unique demands of various off-highway applications. Electrified's motors are manufactured on a highly automated and roboticized platform in the United Kingdom for superior reliability, repeatability and quality. For more information, please visit: <https://electrifiedautomation.com/>