



## PRESS RELEASE

For Immediate Release

#3073 Novak Drift Spec Sensored Brushless System- 13.5T



## A SYSTEM BUILT FOR DRIFTING

Irvine, CA – February 2, 2012– For years, drifting has been taking the world by storm. The Novak SLYDR Brushless System laid the ground-work for Novak’s drifting line, and we are pleased to bring the fans of the “slide” our newest offering for high-end drifters—the **Novak Drift Spec Sensored Brushless System-13.5T (#3073)**. This affordable, ultra-small, sensor-based system is designed specifically for 1/10<sup>th</sup> scale drift vehicles, has a simple interface, and contains features found in higher-priced systems. The Drift Spec System is also **factory-wired with battery and motor plugs** for easy, “Plug and Play” installations. Look no further, Novak’s Drift Spec System is what you need for your drifting applications!

### A Controller Ready to Drift & More

Novak’s Drift Spec ESC is based on the proven Novak EDGE platform, and includes a **new, default profile specifically developed for drifting**. This means customers don’t have to worry or tune anything on the ESC! However, as any master of the drift knows, drifting requires a unique driving style, and the Drift Spec ESC features additional on-board adjustability so drivers can customize the feel and response of the throttle and brake.

DRIFT SPEC ON-BOARD SETTINGS FOR PRECISE CONTROL	
<b>Drag Brake</b>	Allows fine-tuning of the ESC’s auto/coast brake strength.
<b>Dead Band</b>	Adjusts the neutral point sensitivity and allows for fine-tuning the throttle input sensitivity.
<b>Drive Frequency</b>	Allows adjustment of the drive frequency for the perfect throttle response and feel. Adjustable from ultra smooth to aggressive.
<b>Minimum Drive</b>	Provides adjustability of the drive response from mild to aggressive.
<b>Reverse</b>	Allows the reverse to be toggled on or off

The Novak Drift Spec ESC is not only Novak’s **smallest and lightest drifting controller to date**, but packs in high-end features to keep you on course:

- ✓ **NovaBrakes™**– Novak’s exclusive braking system for responsive and extremely consistent brakes.
- ✓ **Fan/Accessory Output & Heavy-Duty BEC** – Ready to handle upgraded servos, and allows easy plug in of accessory lights or a cooling fan.

- ✓ **Sealed Case & Aluminum Heat Sink**– Maintains cool operation and keeps out dust and debris.
- ✓ **Thermal Protection** – Keeps tabs on its core operating temperature and will back down the power to prevent the ESC from overheating.
- ✓ **On-Board Temperature Diagnostics** – With a quick tap of the One-Touch™ button, multi-colored LEDs will indicate how hot the ESC is for instant temperature information.
- ✓ **Motor Lock-Up Protection** – If your drive train or motor becomes bound up or jammed, the ESC will detect this and cut the power to prevent damage.

### Rebuildable Sensor-Based Motor

The motor included in the Drift Spec System is a 13.5-turn, sensor-based, rebuildable brushless motor. Sensor-based motors and ESCs offer unmatched throttle response, and have **no hesitation off the line**— perfect for maintaining precise control and wheel speed while maintaining incredible response. Drivers currently running a brush or sensorless drift motor set-up will be amazed with the amount of control and the responsiveness of Novak’s pure sensor system. Like all Novak brushless motors, the Drift Spec motor has a **rebuildable design**, and customers can replace, customize, and upgrade the rotor, bearings, and sleeve color. Each motor is also factory-wired with **heavy-duty, 14-gauge silicone wire and heavy-duty, gold-plated bullet plugs**.



### Novak Built and Supported

Novak takes pride in its **manufacturing facility in Irvine, California** and also with its use of high-quality components and assembly and testing processes. Each Novak Drift Spec ESC and Motor is built and tested in the Novak factory to Novak’s exacting standards.

### Get Ready to Drift!

Experience performance, simplicity, and affordability for drift racing. The **Novak Drift Spec Sensored Brushless System-13.5T (#3073)** is scheduled to ship **March 2012**.

### SPECIFICATIONS

NOVAK DRIFT SPEC ESC- SPECIFICATIONS	
Fwd/Brk/Rev	F / B / R
Input Cells	2S LiPo only
Size	1.15" x 0.95" x 0.66" (29.0 x 24.3 x 16.8 mm)
Weight (w/o wires)	0.69 oz. (19.5 g)
On-Resistance	0.0011 ohms @ 25°C trans. temp.
Motor Compatibility	540-size: 13.5 -turn or higher sensored brushless motor 380-size: All Novak Three-80 sensored brushless motors
BEC	6 Volts DC / 2.0 Amps
Wire Size	14G Super-Flex Copper-Strand Silicone Wire
Battery/Motor Plugs	Tamiya-style battery & gold-plated Bullet motor plugs factory installed

Novak Drift Spec  
ESC Actual Size  
1.15" x 0.95"  
(29 x 24.3mm)

NOVAK DRIFT SPEC MOTOR- SPECIFICATIONS	
Motor Turn	13.5T
Design	Sensored
Motor Size (540)	2.08" x 1.41" (52.8 x 35.8mm)
Motor Weight	6.3 oz (180g)
Shaft Diameter	1/8" (0.125")
Rotor	Sintered Neodymium

## FEATURES

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- ✓ Ideal for all 1/10<sup>th</sup> scale drift applications
- ✓ Default driving profile specifically developed for drifting
- ✓ Five adjustable, on-board parameters to fine-tune the throttle and brake feel and response to customer's drifting style: Drag Brake, Dead Band, Drive Frequency, Brake Frequency, and Reverse
- ✓ Compact and lightweight ESC design—fits in all popular drift vehicles
- ✓ ESC factory-wired with battery and motor plugs for easy "Plug-and-Play" installation
- ✓ Sensor-based system for excellent torque and low-speed driveability
- ✓ Novak's One-Touch Set-Up™ for quick, easy transmitter set-up—still the easiest!
- ✓ Built-In Voltage Cut-Off Circuitry prevents damage to 2S LiPo batteries
- ✓ NovaBrakes™ provide smooth, responsive, and consistent braking for all driving conditions
- ✓ Water-resistant ESC case with silicone gasket seal to help keep out the elements
- ✓ Heavy-duty 2A BEC for high-torque, single servo applications. Don't let the specs fool you—all ESC BECs are not created equal. The Drift Spec's 2-Amp BEC will go toe-to-toe with many other higher rated units.
- ✓ Built-in diagnostics provides ESC temperature monitoring at any time with the quick tap on the One-Touch™ button
- ✓ Thermal Overload Protection circuitry protects ESC from overheating
- ✓ User-replaceable input harness, switch harness, power capacitor, and power wires
- ✓ Built-In 6V output for optional accessory fan or other detail items such as accessory lights
- ✓ Sensored motor is rebuildable, including replaceable rotor, end bells, bearings, and colored sleeve
- ✓ Carries Team Novak's commitment to excellent quality and warranty (120 days) with factory customer support and service, including Novak's lifetime replacement program
- ✓ ESC and Motor is designed and manufactured by Team Novak in Irvine, California using the best components from around the globe. All units are 100% tested to ensure your system works right out of the box and on the track!

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