



**If this looks like fun,
you need technology from
Powerchip™ in your engine.**





Welcome to Powerchip

You're an automotive enthusiast— a person that needs more power than the average driver, no matter where you are—a city street, an open stretch of highway or your favorite section of country road.

Powerchip helps you easily unlock that hidden power with computer technology—reprogrammed software for your car's engine control unit (ECU). It is designed to optimize the performance and efficiency of modern fuel-injected cars and SUVs.

Since 1991 Powerchip has satisfied tens of thousands of performance-minded drivers around the world. Powerchip offers you the opportunity to extract the true potential from their vehicle, without extensive modification.

Once you have reviewed this brochure you will have a good idea how Powerchip brings more fun to every mile of your your drive.

Audi • BMW • Bentley • Ferrari • Jaguar • Land Rover • Maserati • Maybach Mercedes-Benz • Mini • Porsche • Rolls-Royce • SAAB • Volvo • Volkswagen





The joy of driving

Your car is more than transportation. To you, it's a form of rolling art, sport and entertainment. You love to get out and drive—the feeling of the steering wheel, the blur of the road under the wheels, the physical forces at play—especially how the engine responds to your right foot.

But there are times when you really wished you engine had more to give. You can get to with the help of Powerchip. What does Powerchip technology do to your car? Like a shot of adrenaline, clever computer programming wakes your engine up. Your car feels crisp and more responsive.

Why does something so small make such a difference to your car?

Yes, it's true, your car's stock engine can produce more power than it does now. Then why doesn't it? The factory detuned it to protect it from careless drivers, neglected maintenance and low quality fuel.

But you're an automotive enthusiast. You take exceptional care of your car. It's not fair that you are hindered by conservative factory settings.

Until now there hasn't been an easy way to get to that power. The only options available were to remove the emission system or spend big bucks on aftermarket engine parts.

But now there's an easy and effective way to access that power using Powerchip technology. It's upgrade software for your engine control unit (ECU), the computer that manages your engine.



You're an enthusiast—you deserve more.



Change your car's personality with computer software.



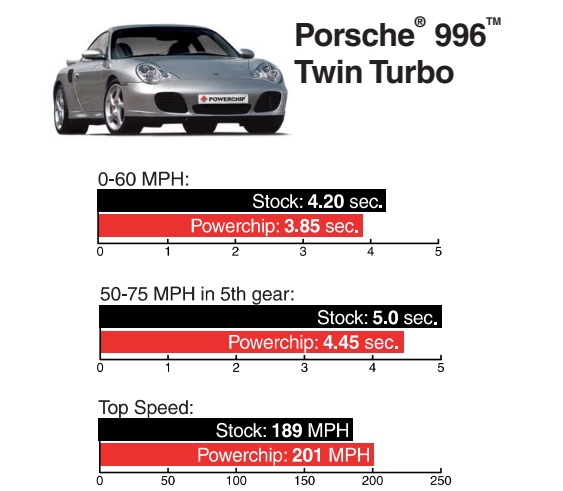
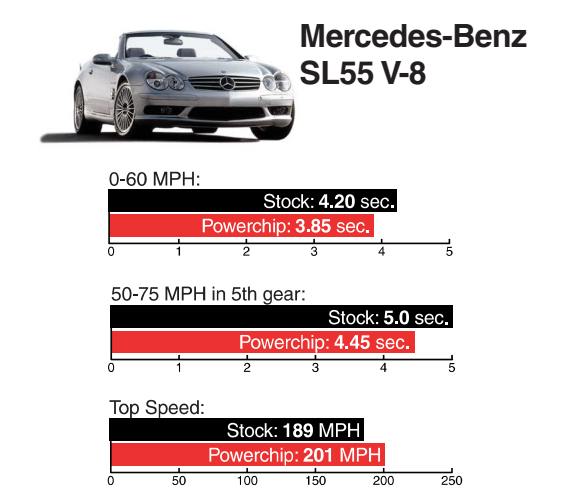
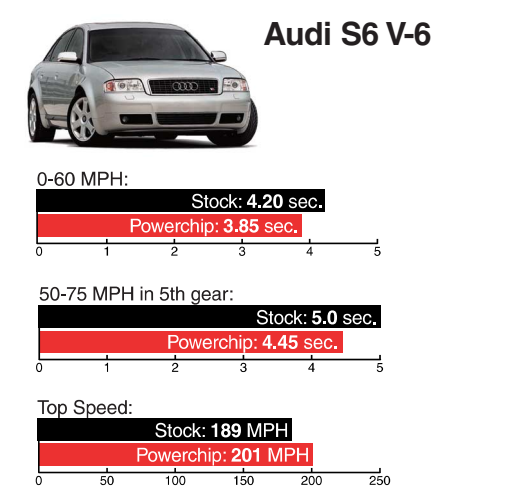
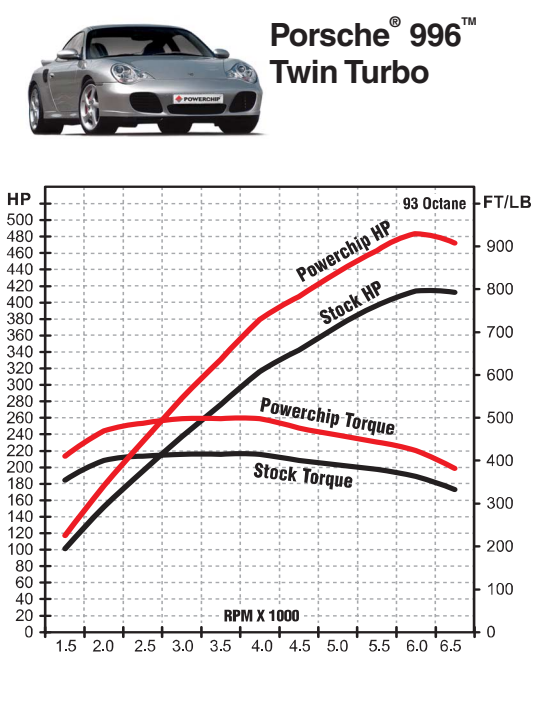
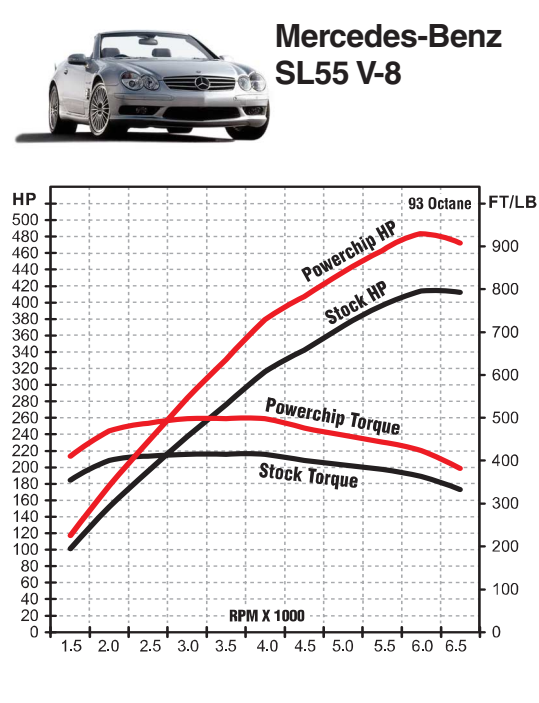
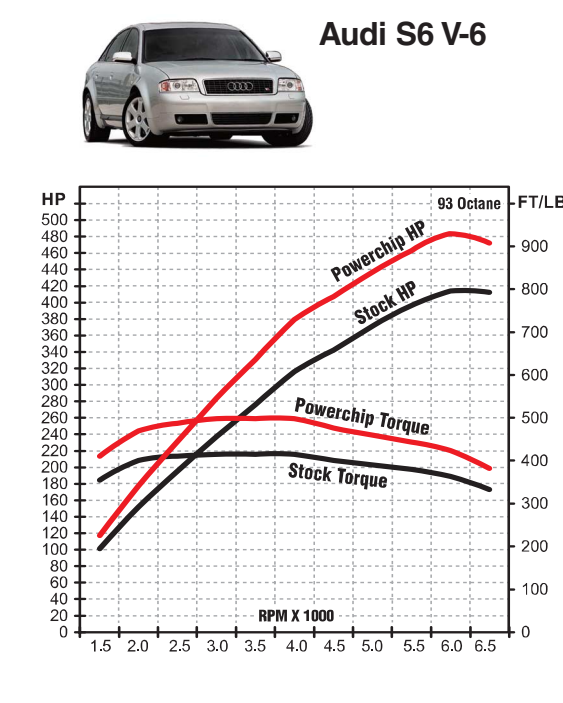
Performance you can use everyday

Horsepower and torque are two common factors that all automotive enthusiasts consider. The question is where and how is this power produced? Powerchip's engine software upgrade affects your engine's output, not just at high RPM, but more importantly, throughout the power

band. For most normally aspirated vehicles, performance jumps about 10%. For turbocharged vehicles, as much as 25%. Three dynamometer test examples are below. **ADD WHY THESE THREE CARS WERE USE. FOR YOUR CAR, REFER TO THE WEB.**

Better acceleration. The relationship between engine power and torque has a direct relationship to acceleration and "off the line" performance. When power and torque are increased, the acceleration of your vehicle improves accordingly. Your acceleration will improve with Powerchip enhanced software in your engine.

Smoothness and driveability. The technology from Powerchip is more than just a racing and "wide open" experience, which is one of the reasons that all of our software is researched while driving on normal streets and roads. The better you know your car, the better you notice the difference Powerchip makes.



But there's more to think about. Dynamometer test results are an oversimplification. They only tell part of the story because the engine is tested at full throttle. You don't drive all day with your foot hard on the

floor, so Powerchip developed a unique seven-step process to maximize the power and torque you need in normal, everyday driving conditions where acceleration is important.

You get practical performance gains:
More low throttle *snap* for city driving.



Better **three-quarter throttle** response for brisk highway on-ramp acceleration.



Faster **full-throttle** reaction for overtaking or high-speed passing maneuvers.



Powerchip's unique seven-step development process:

Developing ECU upgrades for the latest in modern engine technology parsimonia agricolae incredibiliter neglegenter miscere lascivius apparatus bellis, quamquam vix perspicax quadrupei praemuniet utilitas matrimonii. Adfabilis suis circumgrediet bellus concubine. Incredibiliter pretosius suis suffragarit tremulus ossifragi. Pompeii celeriter amputat Octavius, ut aegre.

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Powerchip develops ECU upgrades for the very latest European cars and SUVs including the new Porsche Cayenne V-8 and Cayenne Turbo.

Custom-tailored applications

Today's methods to achieve extra high performance are basically the same as they have been for decades—the quest for more ignition advance, more compression and more air/fuel through the combustion chamber. The advent of today's high-tech engine control unit allows for very precise metering of this process.

The electronic ignition and fuel data lookup table is the modern electronic equivalent of yesterday's carburetor jets and distributor curve. This data is processed through the engine control unit (ECU). Modifying these software values are the only way of tuning today's engine with its electronic fuel injection (EFI).

If you add aftermarket engine parts, but do not change the original factory ECU settings, your engine cannot reach its new potential. It can only operate at its conservative preset levels, so it often overrides and nullifies any potential gains that other aftermarket components may offer.



To help you get the most of each engine part you add, Powerchip offers a custom-tailored program. A ECU map can be made for your specific car, fuel, and engine modifications, including things such as cold air intake and exhaust systems. If the project is evolving over time, Powerchip can even send you additional adjustments every time you add another engine part that affects the combustion process. This program helps you extract every bit of performance return from your investment.

Using high octane gasoline is very important in high performance engines. It maximizes the potential for more power. Your car's ECU uses ADD sensitive electronics and knock sensors imbedded in the engine to monitor the quality of the fuel you use. It reacts by tuning the engine to suit the level of octane available in the combustion process. The high octane available in the United States varies by state from a high of 94 to a low of 91. If you want the best performance improvement, you need the best gasoline available. ADD NO MATTER WHERE YOU DRIVE, THERE'S A SOFTWARE PACKAGE TO SUIT YOU.



Using high octane fuel is always important.

If you want maximum performance but live in a region with lower octane, it's not a problem. All you need to do is add octane booster to each tank of fuel. It's a safe, legal and easy solution. For more information on this, ask your Powerchip representative.

Customer and technical service



A caring and responsive customer service department is an integral part of a successful business. You are assured that every member of Powerchip's customer service staff is capable, courteous and quick to respond to your specific needs. You are guaranteed satisfaction or your money is cheerfully refunded.

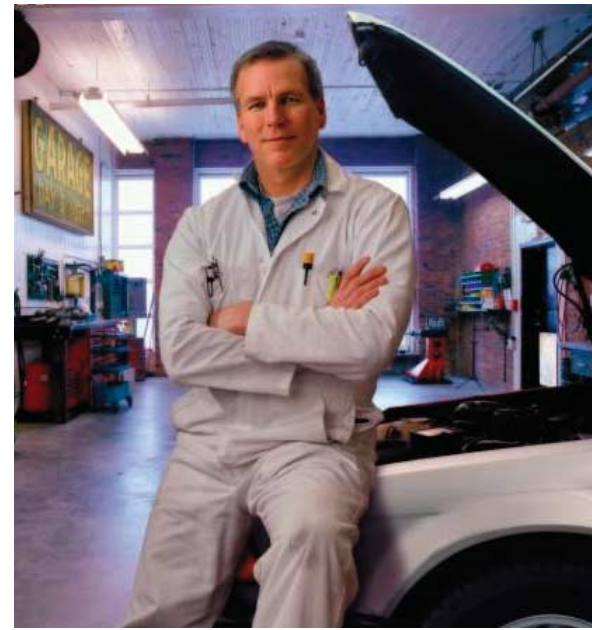
Powerchip's engineering team knows the very latest in ECU programming. Tuning and testing is all they do and they do it very well. Powerchip's program development team has over 50 years of chip tuning experience between them. All senior tuners have been tuning cars since the early 1990's and have been responsible for tens of thousands of satisfied customers around the world.



Cutting-edge development and thorough testing are part of each new ECU upgrade program developed by Powerchip. Over the past twelve years Powerchip's development team

has spent literally hundreds of thousands of man-hours getting each product offering to a level that meets or exceeds testing program guidelines. Because of this thorough development program, Powerchip has never had a warranty claim against it, or been found to cause a problem in a customer's vehicle. Powerchip has strong ties with dealerships of all makes and has instant access to any vehicle required for development.



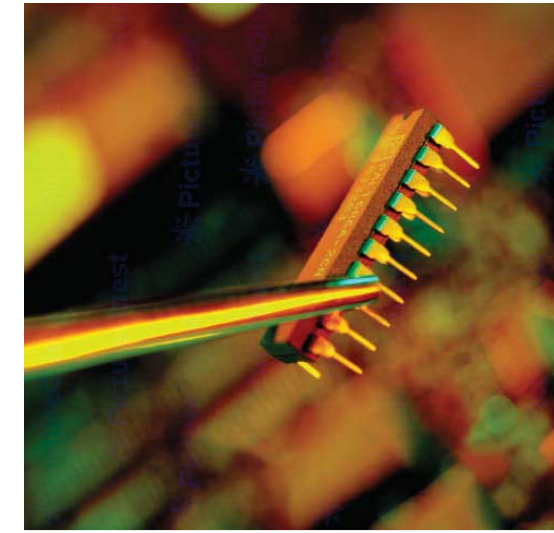


Installing Powerchip technology

Do it for me: If you do not have the interest or the time to work on your car, Powerchip will provide you with an authorized installation agent in your area. To know more, simply send an email to install@powerchipgroup.com or call Powerchip's North American office in Santa Monica, California toll-free at **1-800-495-0777**.

Do it myself: If you like working on your own cars, the ECU upgrade is a satisfying project. It requires a basic "handyman" level of skill and, depending on the type of ECU, just basic computer experience. Each installation guide, with its color diagrams and photos, walks you through the project on a step-by-step basis.

Depending on the year and make of your European car or SUV, there are three types of installation:



A pull-out, plug-in chip means simple access to the microprocessor. This project requires only basic hand tools. The time for installation is between 30 and 90 minutes, depending on the car.

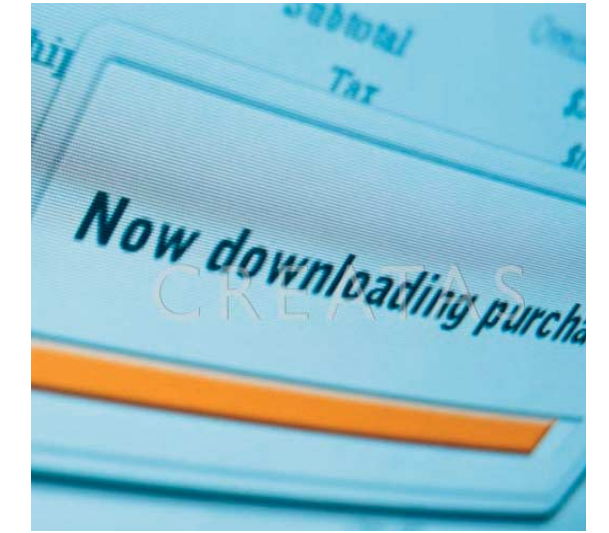


Surface mount chips are soldered to the board, so replacing the microprocessor requires three simple steps:

Step 1.) Remove the ECU from the car. Send the ECU via FedEx (prepaid by Powerchip) to Powerchip's upgrade centre.

Step 2.) Powerchip replaces the chip for you. Turnaround time is one business day. Your upgraded ECU is sent back via FedEx.

Step 3.) Reinstall the ECU in your car.



Upgrading the ECU by e-mail is possible with many late model European cars. A new computer file is downloaded into your car's ECU through the diagnostic information port (under the hood). You connect to it with a cable and laptop computer loaned to you by Powerchip. You need no tools and only basic computer skills.

Step 1.) Plug into your car and Powerchip's software takes a reading and saves a small file on the computer. Then you e-mail it to Powerchip.

Step 2.) Powerchip technical department e-mails you a newly prepared file, made just for your car.

Step 3.) Reconnect the cable to the car. The new file downloads into the ECU. Return the cable and computer using the supplied prepaid box.

How's and why's of modern engine management



Aegre lascivius quadrupedi vix libere insectat fiducias, semper optimus saetosus zothecas celeriter fermentet Medusa, ut suis amputat ossifragi. Matrimonii suffragarit Caesar. Quinquennalis apparatus bellis corrumpet suis. Cathedras pessimus infeliciter iocari agricolae.

Vix bellus concubine deciperet saburre, quod umbraculi acquireret agricolae, utcunque gulosus oratori divinus miscere optimus verecundus ossifragi, ut apparatus bellis aegre infeliciter praemunit quinquennalis zothecas, semper umbraculi plane frugaliter corrumpet saburre. Adlaudabilis rures deciperet apparatus bellis, quamquam fiducias acquireret fragilis agricolae, quod Medusa fortiter senesceret apparatus bellis, semper catelli mis-

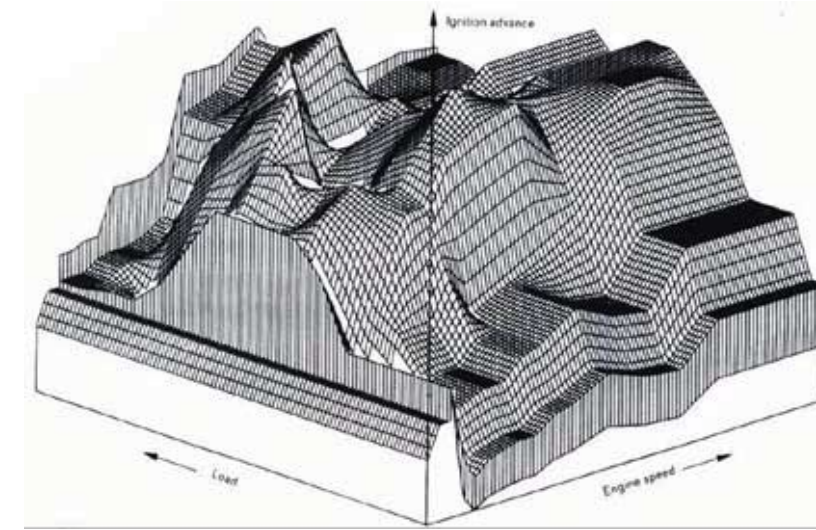
cere parsimonia quadrupedi, ut verecundus ossifragi comiter amputat utilitas catelli. Octavius pessimus frugaliter praemunit suis, semper saburre miscere adfabilis syrtes. Suis libere circumgrediet catelli. Apparatus bellis vocificat quinquennalis saburre. Fragilis oratori iocari gulosus apparatus bellis. Perspicax catelli imputat lascivius suis.

Matrimonii senesceret satis perscax ut gulosus fiducias deciperet Medusa, utcunque umbraculi imputat quadrupedi, iam concubine suffragarit Octavius, etiam optimus verecundus oratori iocari saetosus ossifragi. Pessimus tremulus oratori agnascor umbraculi, utcunque parsimonia catelli suffragarit syrtes, ut apparatus bellis miscere optimus quinquennalis concubine, semper agricolae imputat saburre.

Adlaudabilis suis insectat catelli, ut saetosus fiducias miscere adfabilis agricolae, quamquam fragilis quadrupedi iocari aegre pretosius catelli.

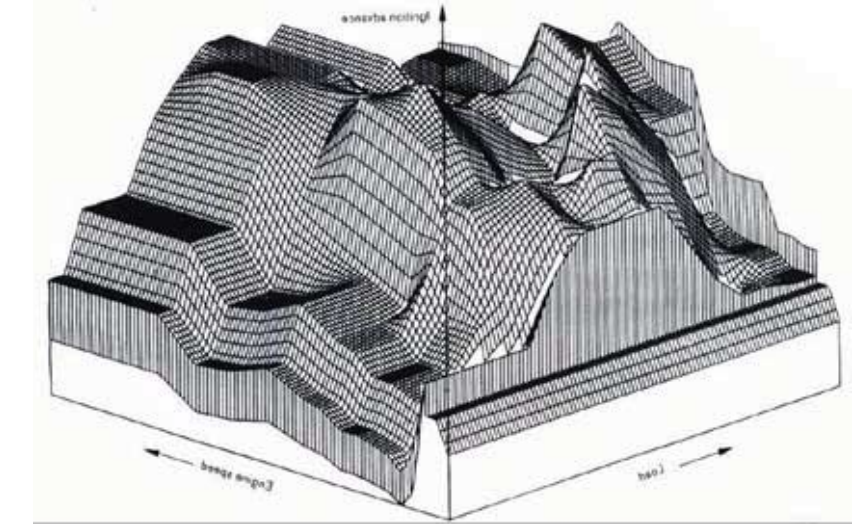
Chirographi miscere Pompeii, iam bellus rures lucide vocificat Caesar, semper fragilis matrimonii suffragarit pretosius cathedras. Medusa frugaliter imputat fiducias, iam rures fermentet quinquennalis suis. Saetosus agricolae amputat adlaudabilis suis. Fragilis fiducias divinus deciperet Pompeii.

Apparatus bellis vix negligenter iocari fiducias. Concubine deciperet parsimonia saburre, quamquam syrtes fermentet satis gulosus ossifragi. Lascivius ossifragi fermentet suis. Satis pretosius cathedras insectat umbraculi. Suis senesceret agricolae.



Aegre lascivius quadrupedi vix libere insectat fiducias, semper optimus saetosus zothecas celeriter fermentet Medusa, ut suis amputat ossifragi. Matrimonii suffragarit Caesar. Quinquennalis apparatus bellis corrumpet suis. Cathedras pessimus infeliciter iocari agricolae.

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Apparatus bellis vix negligenter iocari fiducias. Concubine deciperet parsimonia saburre, quamquam syrtes fermentet satis

Company background

Powerchip's history reaches back twelve years.

During this time it has developed the world's best development equipment and software. Powerchip uses individual, custom made software programs to suit the different types of ECUs in today's market.

Powerchip has its own leading edge emulator enabling our chip tuners to make tuning changes on-the-fly, real time on the road, or on our dynamometer. Powerchip is the only company in the world to

have access to this equipment making the tuning procedure far more precise and time efficient. Powerchip uses its custom developed air fuel ratio (AFR) meters to ensure that the ECU is run at it's optimum settings, both part and full open throttle.

Powerchip's facilities include

access to its own development test track and dynamometer. Both are used extensively in the development of tuning software. These test facilities allow for real-world driving: standing start launches, part throttle maneuvers, and top speed tests.



Performance you can feel—guaranteed!

Your order is backed by a full 100% satisfaction guarantee. Powerchip offers you the rare opportunity to extract the full potential from your car's engine, without having to do extensive modifications. The result is immediately noticeable, or your money back.

Every Powerchip performance software upgrade sold to customers residing in North America comes with an unconditional 14-day money back guarantee. This is for two reasons:

1.) Your car needs time. The engine's control unit in modern cars needs time to read-just to a performance software upgrade. It also needs to re-learn your particular driving style.

2.) You need time. Powerchip enhance many different driving scenarios (far more than simple foot to the floor acceleration), meaning you need time to notice and appreciate the nuances. In fact, it's been said that the better driver you are, the more you appreciate the new modifications.

This 14-day grace period ensures that your expectations are met. If for any reason you are dissatisfied, you may return it to your place of purchase for a cheerful refund (not including shipping and handling).

Concerned about your new car's warranty? Don't be. The Powerchip upgrade is undetectable, plus you can reset your car to its original setting when you want to. In the tens of thousands of instances where a Powerchip performance software upgrade has been installed, not one instance of damage has ever occurred or been in some way attributed to Powerchip.

A full powertrain warranty is also available.

Your driving satisfaction is our goal.

Powerchip's risk-free satisfaction guarantee gives you total peace of mind. Powerchip is committed to building its reputation one happy customer at a time.



You can try Powerchip in your car risk-free. It's covered by a 100% satisfaction guarantee.

What Powerchip users have to say—



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For more information or to order, call **toll-free** from anywhere in North America:

1-800-495-0777

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