



Newsletter Issue 9

Spring 2006

Spring is here so get into gear with Tunit.

This year is set to be one full of festivities and new releases at Tunit. As well as many new upcoming events and product releases happening throughout 2006, there are a host of exhibitions and shows that will be taking place in different areas of the country. Keep an eye on www.tunit.com for the latest news on these events. These are always an ideal opportunity for you to speak directly with Tunit representatives, discuss your needs and indeed ask that important question: "What will Tunit change for me?"

For those of you who missed one of the biggest Tunit shows of the year, Autosport January 2006, there is a brief overview of the eventful four days in this newsletter. However, you need not wait another full year to see Tunit live. The team will be displaying more of our great products at more events around the country this year.

Amongst many new venues, we will be putting in an appearance at the British International Motor Show 20th-30th July 2006 in the Excel Centre London. This will be our first time at this prestigious and traditional parade of motoring excellence, so the team would like to invite each and every one of their customers past, present and future to visit and see the latest and greatest product in the diesel tuning world.

Amongst other events, you will see the Tunit team at Oulton Park in Cheshire for the British Touring Cars. They will be displaying the latest tuned SEAT Leon 2006 courtesy of Hobin SEAT, Preston. The SEAT Leon typically achieves power gains of 210bhp from 150bhp and torque increase from 237lb ft to a mighty 320lb ft.

Enjoy the rest of the current happenings on the following pages and have an amazing summer from Tunit and the team.

Autosport

THE RACING CAR SHOW

Autosport 2006

A fun four days were had at one of the largest aftermarket performance events in Europe. It was the 10th January 2006 - By the early twinkling of dawn a very sleepy marketing manager and his merry team set off to Birmingham for two days of busy preparation. I'm sure the words 'Preparation is everything!' imprinted by the Managing Director were foremost on the teams mind somewhere between the fourth and fifth coffee as the large van and trailer jumped and bustled between road works and large patches of dense fog...

However preparation was virtually everything. Thanks to the hard work of these unsung heroes of vision and prelude, the Tunit stand was as ever stunning for the four days of sport and events.

The morning of the 12th and the sales team, bright and breezy, along with an effervescent workshop manager and still beaming marketing manager hit the stand for four days of non-stop fun, interesting chatter and most importantly sales. Each and every one of the Tunit team had the sole goal of making the event enjoyable and informative for all the visitors. As with all previous exhibitions, comprehensive information, electronic guides, informative movies, helpful staff and interactive gaming were available on the stand. Thanks to this show and others, thousands of new people and contacts were introduced to the wonder of Tunit in this

early part of 2006. Welcome to the world of Tunit all you newcomers!

Special thanks go to the incredibly hard working girls, who helped make the good times roll with outstanding dresses and unwavering hospitality.

Miss Jessica Owen was not just our hard working sales girl, but also the starlet of the show appearing as Miss May on the Tunit 2006 calendar. Jessica proved popular as she was asked to autograph many of the 300 calendars that were purchased at the show.

Jessica as Miss May, Tunit calendar 2006



For further details of any upcoming tunit events please see the website www.tunit.com

What's Hot and What's Not

Top Tuneable Vehicles

Many customers ask "what's the best vehicle to tune?" - sometimes before they even buy a vehicle, in order to purchase something that will reap the full benefits of a Tunit. We have therefore decided to introduce a leader board for the cars that are most popular to tune, ordered by manufacturer, and another for the most tuneable vehicle by torque!

There are some surprises here for us all. Amazing how all our preconceived ideas of what people tune and what they don't are often wrong. Some of the traditionally tuned manufacturers are in the list but the order is surprising.

Top 5 Most Tuned Vehicles by Car Manufacturer Spring 2006

BMW
VAG (VW, Audi Group)
Toyota
Mercedes
Ford

As you can see, BMW has just pipped VAG to the post - the first time ever by our records...could this be a change in position in the performance and modifiable cars stakes? Who knows!

Toyota has a high ranking that would not have been possible without its D4D common rail range of engines.

Now onto the most tuneable vehicles - not necessarily the most popular vehicles but never the less, the highest ranking performers and the top trumps of Tunit! The leader board is in order of highest percentage of torque gain, not the amount.

Most Tuneable Vehicles by Percentage Torque Gain Spring 2006

Vehicle	standard performance		average gains				maximum recorded gains			
	bhp	torque	bhp	%	torque	%	bhp	%	torque	%
Mini 1.4 D4D	90	140	116	29	188	35	124	38	202	44
Alfa Romeo 147 Multijet 150bhp	150	225	193	28	301	34	216	210	318	301
BMW 320d 150bhp	150	244	195	30	299	33	218	45	326	34
VW Golf 1.9PD 150bhp	150	237	189	26	305	29	216	40	328	38
BMW 118d	122	207	159	31	261	26	168	38	291	31

Who would have thought the Mini would come out on top - it just goes to show size isn't everything!

This table consists of currently available productions cars. If you have a current production car that you have tuned or something that beats what we have here and you have verified figures from a rolling road, please let us know so that we can update our table.

Tunit Hall of Fame - VW Touareg V10

The first to enter our hall of fame is the VW Touareg V10 owned by a very enthusiastic dentist and featured in Diesel Car Magazine and VW Motoring magazine back in 2004. The vehicle produced a massive 628lb ft of torque from 556lb ft and a tremendous 393bhp up from 313bhp! The owner also reported a very favourable improvement in fuel economy which of course is always welcome. If you think that your vehicle should feature in the Hall of Fame then then please get in touch!



After Care

Who's Who At Tunit HQ

Managing Director – Michael Bromley

Marketing Manager – Gary Baldwin

Sales Manager – Nick Williamson

Workshop Manager – Steve Henstock

After Sales Technical Manager – John Barker

2006 has seen a few changes, keeping ideas and motivation fresh and new. Newly appointed as head of the sales team is Nick Williamson. Nick (below, dressed appropriately for our 'May The 4th Be With You' sales day) joined the team in February and brings over ten years of sales experience with him, having retailed products and services for high street names. Nick's no nonsense approach has brought a fresh new injection to the team with a lively zaniness and some strong sales methods bringing value and service to Tunits ever growing customer base.

Steve Henstock (right) is the BFG (Big Friendly Giant) of Tunit, standing head and shoulders above the crowd in both stance and quality of service. Steve has been pounding the workshop into shape since last October, which is now moving forward in leaps and bounds.

John Barker has been promoted to After Sales Service Manager after many years of loyal service. John's long experience and expertise along with his friendly approach has placed him in an ideal position to take on this new role looking after both technical and service issues.



Don't forget that there are a network of Tunit Distributors and resellers throughout the UK, so why not ring today.

tunit *diesel performance centres*

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