



**dieselperformance**

Newsletter Issue 12

Winter 2007

If opening the door to your neighbours' little darlings at Halloween wasn't heart-stopping enough, and dodging lethal projectiles on Bonfire night hasn't set your world alight in the latter part of 2007, then take a look inside the Winter edition of the Tunit newsletter and see what's in store for Christmas and the New Year.

Over the next few pages we look back at the year and see how some lucky customers were treated to a day out at a race track in Leicestershire. In our new spotlight feature on past customers, we choose a customer from the beginning of the year to comment on their experience with Tunit so far.

We look at the top most tuned vehicles and also the hottest new range of coupés and convertibles proudly boasting the latest and sportiest diesel engines.

Take a look at the outstanding Christmas iPod offer if you're thinking of treating yourself to a new Tunit before Christmas, and check out the prizes available in the ongoing referral scheme.

Enjoy the rest of the read and from all at Tunit have a very merry Christmas!



If you would like the opportunity to talk to the people at Tunit HQ face-to-face then come and see us at the Autosport International show 10th-13th January 2008 hall 9, stand 9250. The largest aftermarket show in Europe has been host to Tunit for the past five years and is always enjoyable for visitors and exhibitors alike.

### **iPod Christmas Offer**

**Take advantage of the Spectacular Tunit Christmas Offer: A Free iPod with every Tunit!**

It's that time of year again! Santa has been raiding the Apple store for Tunit customers and has swayed Tunit into offering an outstanding gift with each and every Tunit sale in December 2007: A new iPod shuffle with 1GB of memory!

As more and more cars now have MP3 iPod ports, the iPod is ideal as a car or everyday accessory, or alternatively makes an ideal gift for anyone else at Christmas. The iPod shuffle is available in a choice of colours: silver, blue, purple and green. If the iPod does not appeal to your ears there is always the alternative of a Philips slim-line DVD player (subject to availability).



## What a Coup(é)!

Once upon a time it was impossible to find a reasonably specified sports vehicle in anything other than a gas guzzling V6 or V8. These days most flagship vehicles - even from prestige marques - have a powerful diesel engine at the heart of them. In fact, diesel engines are out-performing their petrol counterparts in all aspects of performance, from power to durability.

This brings us to look at some of the most recent additions to the world of prestige coupés and cabriolets. The Tunit staff normally have the privilege of extended test drives in these new vehicles whilst carrying out initial testing, so we have asked some of the guys for their verdict.

### Audi A5

#### Before and After Tunit

**Standard Power:** 240 bhp  
**Tuned Power:** 270 bhp  
**Standard Torque:** 368 lbs/ft  
**Tuned Torque:** 405 lbs/ft



**Cost of Tunit:** £479 inc. VAT and P&P

Launched mid 2007, the Audi A5 utilises the proven Quattro system for handling and offers a choice of 2.7 or 3.0 V6 diesels at 190 and 240 ps respectively. The interesting figure is the 368 lbs/ft of torque on the 3.0, which beats the 349 bhp petrol V8's figure of 324 lbs/ft by 44 lbs/ft.

Weighing in at a £33,400 starting price, this is one of the heavy contenders in the coupé market, although the diesel option costs less than the S5 petrol V8. The extras soon add up and you won't want this car without the majority of them, so expect to pay £38k - £40k on the road.

#### Michael says:

What a tremendous car to drive even in standard. It holds the road as you would expect from the Quattro system - nothing less than driving on rails. The interior was one of the best I've ever seen on an Audi, with everything within reach of both hands. Despite the takeoff and mid range being very impressive, I knew this giant, heavy coupé could benefit from the Tunit. After fitting on this first one, a dramatic improvement was felt low down, and the extra 51 lbs/ft of torque was there instantaneously.

### Alfa Brera

#### Before and After Tunit

**Standard Power:** 200 bhp  
**Tuned Power:** 230 bhp  
**Standard Torque:** 270 lbs/ft  
**Tuned Torque:** 315 lbs/ft



**Cost of Tunit:** £479 inc. VAT and P&P

The Brera has been praised worldwide by the press for its beautiful design outside and in, combined with Alfa's incredibly well developed common rail diesel engine. We were lucky enough to test one of the first ones in early 2007 for 'What Diesel Car' magazine. The article was very complimentary about the car to say the least, and of the post-Tunit performance. You can find the full article on [www.tunit.com](http://www.tunit.com).

Priced from a very reasonable £23,000 up to a maximum of £30,000, you can get a very well kitted out luxurious and sporty car for £26,000 with a 2.4 JTDM engine.

#### Dan says:

This is one of the few Alfas that I have had the pleasure of driving. Quite frankly I stayed away from them as one of our sales staff at the time was annoyingly besotted by them; we were all convinced he went home and made dinner for his battered old Alfa before drawing the curtains! Having already experienced the GT I was still not yet an Alfa lover, however if anything was going to take the girlfriend's place then the Brera was one of the top contenders. The performance of the 2.4 JTDM was disappointing, but it felt better than the GT. With the Tunit fitted and given a little extra adjustment the car was transformed. No lag whilst setting off! The engine was smoother than before, the torque feeling a lot lower down and the power band extended. The dyno confirmed what I felt, giving figures of 240 bhp and 351 lbs/ft of torque - a gain of 40 bhp and 81 lbs/ft of torque! The car's owner later confirmed a significant fuel saving. It's now one of my favourite cars tuned, but the girlfriend is now the wife, so sorry Brera!

### Volvo C70

#### Before and After Tunit

**Standard Power:** 185 bhp  
**Tuned Power:** 210 bhp  
**Standard Torque:** 295 lbs/ft  
**Tuned Torque:** 335 lbs/ft



**Cost of Tunit:** £479 inc. VAT and P&P

The C70 is the oldest of the coupés we are looking at, but surprisingly not old-looking or even boxy as you would expect from Volvo. The folding roof is one of the car's best features and is a masterpiece to watch in action. Newly updated, the D5 engine now boasts 185 bhp with a DPF and is receiving glowing reports.

Prices start from £29,000, although leaving a sports convertible in standard would be sacrilege, and by the time a reasonable amount of extras are put on, you will be looking at £34,000.00 upwards on the road.

#### Michael says:

I first drove and owned a C70 almost 9 years ago. It was and still is one of the most enjoyable cars I have ever had: luxury and performance in one package. When I drove this even sportier model I was disappointed to find out there was no manual version. However, this is a personal preference and I know others who would think the opposite. The handling was as smooth as I remember, although not as sporty as some. It gave a good feel of luxury and comfort that surpasses the rest of the Volvo range. Once tuned it was like having a new engine transplant. The D5 engine then felt like a D10! There was now an extra 50 lbs/ft of torque available from take-off, and the C70 was a much smoother drive through the gears.

### Mercedes CLS 320

#### Before and After Tunit

**Standard Power:** 224 bhp  
**Tuned Power:** 265 bhp  
**Standard Torque:** 375 lbs/ft  
**Tuned Torque:** 425 lbs/ft



**Cost of Tunit:** £479 inc. VAT and P&P

If these vehicles were the four horsemen of the apocalypse, then the CLS would be War, with its aggressive and powerful looks making it very intimidating. These looks, along with its luxury and performance come with the highest price tag of the group, but the car has arguably the best and most powerful drive. Mercedes have always been noted for their excellent diesel technology and this car is no exception.

The CLS is priced from £44,000 to a jaw dropping £74,000 for a top of the range AMG god of war. Fortunately you will find a very well specified diesel-engined CLS for just over £44,000, giving a good level of standard equipment and the knowledge of only 60 lbs/ft less of torque than the £30,000 extra AMG version.

#### Craig says:

Compared to Mercedes Benz I have previously driven, this felt every bit as much like riding on air. The fact these cars come with air suspension may have been a contributing factor. The acceleration was incredible and its 0-60 time of 7.0 seconds was very believable. Once tuned it was superb; touching the accelerator threw you back in your seat and it took corners like a dream. What was most entertaining about this was the reaction of this customer during his tuned test drive. Most customers give a surprised 'wow' or the corners of their mouths turn up as they try out the new power: this customer just giggled all the way there and back.



## Bruntingthorpe Day Out

In the early hours of a breezy September morning four cars were heading for the proving ground of Bruntingthorpe in Leicestershire. Home of the honourably retired and recently restored Vulcan Bomber, Bruntingthorpe was once a bustling airfield used by the US and British air force during the cold war. Nowadays it is used as a proving test track by manufacturers, the government and the occasional privateer.

So arrived the Tunit posse, along with the winner and two runners-up from a competition run by Tunit in 'What Diesel Car' magazine, whose editor Garth Sumpter came along for the ride. Each driver was to try out his own vehicle around the track, and also put in a lap using Tunit's own Seat Leon. The Leon was used in the majority of 2007 exhibitions and promotions, being the first VAG 170 bhp 2.0 TDI to be tuned. Before going onto the track the Leon was improved yet on its original tune of 170-195 bhp and 258-291 lbs/ft, to an outstanding 207 bhp and 311 lbs/ft of torque.

At 10.30 am it was decided a few practice laps would be appropriate. First up was Allan Boyd in his 2.5 VW Touareg producing 174 bhp & 296 lbs/ft in standard. After a startlingly quick initial lap it was revealed that everyone

Tunit installation on all three vehicles, the drivers were ready to go again. This run would see how the cars performed with the Tunit unchanged from its factory settings.

The results came flying in, with Alan in his Vectra now improving to an incredible 01:51.73, making the most use of his now improved take off ability. Chris in his Skoda also trimmed off an amazing 6 seconds with ease and Allan in his Touareg went to the top of his class with his heavy motor at 1:49.80.

After a another quick add up and break, each vehicle was then given an extra laptop tune by our Tunit expert Dan Johnston. Parameters were altered to gain maximum torque low down whilst improving the band of useable torque throughout. Important here and also on the road was an extension of torque and bhp above the normal 4000 rpm. Extra power was given to all vehicles to allow a longer time to be spent in the gears without changing.

These final laps showed another amazing improvement, hopefully due to the clever tuning to suit the drivers needs. First in was Allan in the Touareg with an even better 01:46.51, pretty amazing for such a weighty vehicle.



else had a large handicap. Alan let slip that he was an ex saloon car racing driver, so it seemed a foregone conclusion who would win the head to head times. However, the main idea was to see how well the cars could perform around the two mile track, before fitting the Tunit and seeing how many seconds the drivers could shave off their times.

After prize winner Alan Dawson (Vauxhall Vectra CDTi), and the other runner-up Chris Brooke (Skoda Fabia VRS) had put in their warm-up laps, it was time to put the cars and the drivers' skills to the test.

First out again was Allan in his Touareg. He soon ate up the track, taking the bends like a man possessed and finishing with a very respectable time of 01:53.17. Next off the starting blocks was Chris Brooke in his Skoda. We expected quicker times from this lighter and more performance orientated animal, and we were not disappointed with Chris returning a very comfortable and confidence boosting 01:56.82. Last but not least was our star prize winner of the day Alan Dawson in his Vauxhall Vectra. The Vectra had a slow start, but gained back ground on the two long straights, coming in with a still strong 02:02.80.

A great start for all and a benchmark which began bringing out the competitiveness of the whole group. After a short break and a very quick

Second was the Vectra shaving nearly another 2 seconds off his time with 01:50.02. Unfortunately Chris in his Skoda lost a little time at 01:51.23; we can only assume he was having an 'off' lap!

To round off the day each driver queued up for a drive in the Tunit enhanced Leon. The black Leon was boasting a recent drag-strip 0-60 time of 6.7 seconds, so this was going to be interesting!

Garth Sumpter decided to try out his racing skills instead of writing skills and after a couple of laps a very happy editor clocked up a time of 01:43.78.

Prize winner Alan Dawson followed, gliding back into the pits after a time of 01:42.69. Next off was Allan Boyd, who flew round with a easy 01:37.02, to no-one's surprise. The car came in like a well ridden race horse showing off hot tyres and glowing brakes. Last but not least was Chris Brooke with a time of 01:43.62.

So who won? Well the idea was to show some customers as well as a magazine the before and after effects of Tunit and how the tuning effects overall performance and driving style. So the outcome was that everyone had an enjoyable day and saw and felt the difference. There were no prizes for 1st or runner up, just a fun day out for all.

## Referral Scheme

In May 2007 Tunit launched a loyalty referral scheme to reward its customers past and present. Since doing so a huge amount of customers have been referring friends, family and colleagues to Tunit and claiming their free DVD player, digital camera or MP3 player. The scheme has received such a positive response that Tunit have decided to improve the offer even more.

Now the MP3 player is guaranteed to be an iPod shuffle. The DVD player will always be made by Philips or Sony. The camera offered will be a minimum of 5 megapixels from Kodak. Not bad for telling your friends about Tunit - something you'd probably be doing anyway!

Further to this, if you refer two or more people successfully leading to sales, you can accumulate your winnings and go for the second or third tier of prizes, featuring video-capable iPods, a DVD recorder, high-spec digital cameras and even an LCD TV!

### How Does it Work?

Existing customers - if you have purchased in the past and missed the opportunity of this great offer then you can request a referral card to be sent to you by post or email, or alternatively visit [www.tunit.com/gift](http://www.tunit.com/gift) and fill in the online form. Alternatively you can call us on 0845 838 1405 and provide names over the phone.

New customers - you will receive a form with your new Tunit along with your warranty card. Simply fill in as many names as you wish on the form - you can even request another form if you run out of room, or use the web address above to add names online.

Tunit will contact your referral and if they buy, we will then contact you for your choice of branded camera, iPod or DVD player.





## Featured Customer

Every newsletter from now on will let a customer have their say on Tunit and what it has done for them and their vehicle.

This newsletter we talk to mortgage broker Alan Whitworth with his Range Rover. As you would imagine, Alan is a stickler for figures and even records his fuel performance from tank to tank in a book. Alan's Tunit had been installed for just over 12 months when he came to see us in November 2007. He had some great things to say about his vehicle and the Tunit, and was happy enough for us to pass them on to you:

**Tunit:** How is the Range Rover Alan? **Alan:** It's great, I have had many of these and always swear by them. **Tunit:** And how is it with the Tunit now?

**Alan:** I calculate all my fuel very accurately and even write down the figures. Overall different types of driving has given me a 25% saving on fuel.

**Tunit:** That's very good and much more than the improvement of 7-10% we normally quote. **Alan:** That's right but I have all the figures to substantiate it.

**Tunit:** Excellent Alan, well thanks very much for coming and talking to us and posing for a photo. Please stand by your car and say "cheese"!



Alan was asking about having a Tunit for his wife's 3.0 Touareg whilst he was with us, and is already taking advantage of our referral scheme by sending a work colleague along with another Range Rover. Many thanks Alan!

## Whats Hot ?

Last year we looked at the most popular marques to tune and came up with some surprises. This issue the top five is just as intriguing with the VAG dropping down the list a little and Toyota and Landrover creeping in there. The list is compiled from world wide sales of Tunit in 10 countries over a period of 168 days.

### 1. BMW

At pole position is BMW, the 3 Series being the most popular and making up the majority of cars tuned.

### 2. VAG

Coming in a close second is VAG, mostly made up unsurprisingly by the Golf and also its light commercial range. Seat also make up a good number of the sales.

### 3. Toyota

With a large number of 4WD and SUVs mostly sold overseas, Toyota lives up to its reputation as making some of the most popular 4WD vehicles.

### 4. Land Rover

The new V6 & V8 engines have accounted for most of the tuned vehicles in the group. A great testimony as to how great these two engines are.

### 5. Vauxhall

Virtually all made up of Vectra and Astra sales with the 1.9 CDTi derived from Alfa/Fiat, showing how well the partnership with the Italians has worked out.

## 6 Months Interest Free Tunit\*

If you want to spread the payment of your new Tunit then there is a new 6 month interest free finance offer available from 1st December 2007. Or if you wish to spread your payments over a 24 month period we have a monthly repayment plan to suit you (Typical APR = 26.8%). If you wish to see if you qualify for either the 6 MONTHS INTEREST FREE or the interest bearing option please call on 0845 838 1405 for more details.

\*Offer is not in conjunction with any other offer, including the Dec 07 iPod offer. Offer subject to status.



**tunit<sup>®</sup> diesel performance centres**

- tunitaberdeen**  
0845 838 1364  
info@tunitaberdeen.co.uk
- tunit tyne and wear**  
0845 838 1409  
info@tunittyneandwear.co.uk
- tunitderbyshire**  
0845 838 1027  
Chesterfield, Derbyshire  
www.tunitderbyshire.co.uk
- tunitlincolnshire**  
0845 838 1058  
info@tunitlincolnshire.co.uk
- tunitlondon**  
0845 838 1407  
info@tunitlondon.co.uk
- tunitglasgow**  
0845 838 1064  
Drivers Ltd, Glasgow  
info@tunitglasgow.co.uk
- tunitnorthern ireland**  
0845 838 1374  
Ian Getty Agency, Ballymena  
info@tunitni.co.uk
- tunitlancashire**  
0845 838 1405  
Chorley, Lancashire  
sales@tunitlancashire.co.uk
- tunitbirmingham**  
0845 838 1056  
info@tunitbirmingham.co.uk
- tunitleicester**  
0845 838 1057  
info@tunitleicester.co.uk
- tunitireland**  
+353 57 9320333  
Total Torque Ltd, Tullamore, Offaly  
info@tunit.ie
- tunitwarwickshire**  
0845 094 4749  
info@tunitwarwickshire.co.uk
- tunitreading**  
0845 838 1054  
info@tunitreading.co.uk
- tunitdevon**  
0845 838 1053  
info@tunitdevon.co.uk
- tunitsuffolk**  
0845 838 1058  
info@tunitsuffolk.co.uk
- tunitsussex**  
0845 838 1039  
Hickham, Sussex  
info@tunitsussex.co.uk
- tunitdorset**  
0845 838 1052  
Poole, Dorset  
info@tunitdorset.co.uk

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