

# Performer eNewsletter

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## WELCOME!

Check out our September Newsletter! We have many exciting announcements and events coming up that you will want to know about. In each newsletter you will find the latest new product offerings, new application coverage, future products, and other newsworthy industry information. You can also follow us on Facebook, Twitter, and StreetFire. We hope you enjoy reading it!

## WHAT'S NEW



Check out the Superchips 15% off hunting promo. Set your sights on savings! We are extending an opportunity to discount up to 15% off Superchips products through October 31, 2012! Camouflage, turkey call, and 15% off Superchips makes a great hunting combination for your customers!

**WHAT** - SUPERCHIPS HUNTING PROMO 15% SALE - Superchips will allow all authorized MVP dealers to offer discounts and/or other incentives to their customers totaling up to 15% off of the current established MVP price for all product lines.

**WHEN** - Through October 31st, 2012.

**WHY** - To celebrate Superchips' heritage of performance tuning for three solid decades! With many more years to come

[To download PFD flyer click here.](#)



## Explore the Trails and Win: The Superchips Ultimate Geocache Adventure Sweepstakes!

Superchips has released 2,000 trackable medallions into the wild. As an added bonus, participants will be randomly chosen to win a TrailDash programmer. There are several ways join the Superchips adventure – and it's easy! You can participate in any (or all!) of the following ways:

Click [HERE](#) to join millions of others in finding your next adventure.



## Now Shipping: The All-New iHawk

The new **Superchips iHawk** is a very compact **WIRELESS BLUETOOTH** intelligent combination of technology and portability capable of turning any iPhone®, iPad® or iPod Touch into a complete data-logging gauge package for your vehicle. iHawk consists of a small Bluetooth "LINQ" module and an Apple® iPhone® "App" (application) downloaded from the Apple® iTunes® App Store. The LINQ plugs into the diagnostic port under the dash. Installation takes seconds and requires no tools!

- Easily flick through multiple dashboards, gauge screens, and other diagnostic choices
- Measure vehicle acceleration (requires web connection)



- Gauges display hundreds of vehicle parameters
- Set automatic alerts
- Data log any parameter
- View in analog or digital gauge style
- Calculate 0 to 60 and 1/4 mile times
- Customizable gauges can be set to any parameter, in any parameter, in any combination
- Real time Dashboard and One Touch data logging records what you see
- No tools required
- CAN based import and domestic vehicle coverage

The **Superchips iHawk** is compatible on vehicles 2007 and up, and many CAN based vehicles prior to 2007. iHawk uses iMiken™ PATENT-PENDING AccuPerformance system to acquire vehicle data, weather data, and performance data and integrates them all to provide accurate results. It's like having a portable dyno, digital gauge kit, trouble code scanner, data logging, and 1/4 mile drag strip for your vehicle neatly controlled and packaged within your iPhone®, iPad® or iPod touch®.

## SPONSORSHIP HIGHLIGHT

Cody Rahders continues to impress us! Cody recently took home a SuperLite win in Reno, NV at the Lucas Oil Off Road Race, in his Superchips rig. Rahders was only scheduled to run his Polaris UTV in the WORCS this year. Needless to say, he has pleasantly surprised us with consistent finishes, including this recent win, in the SuperLite series. On top of his impressive performances in the SuperLite truck, Cody won the Production 700 Class championship in the WORCS Series! Cody's UTV lost 4 wheel drive in the final round and he managed to keep his head above water and pull out a gritty finish to solidify the top spot. Big congrats go out to Cody and R3 Motorsports!



Superchips sponsored rock crawler, Aaron Sykes, makes navigating boulders look much easier than it is! Sykes has competed in three different series this year including W.E. Rock, Cal Rock, and the Cal/Neva Extreme Series. The Superchips buggy took the championship title in the Cal Rock Series championship and lost a tiebreaker for the top spot in the Cal/Neva Extreme Series. Team Superchips has racked up several

wins and, moving forward, Aaron and his team are making preparations for W.E. Rock Championships in Dayton, TN.



Superchips is pleased to announce their title sponsorship of the W.E. ROCK Grand Nationals and the Dirt Riot Series Championship races. Both events, to be held early this fall, will bring together top competitors to make a run for their respective championships. An exciting year of crawling and endurance racing will culminate with drivers and teams traveling to their corresponding venues, in what is sure to be a fight to the finish. Thousands of spectators are expected to attend these intense races and Superchips is excited to support the series.

The W.E. ROCK Grand National event historically draws a tremendous crowd, with over 5,000 fans expected over the course of the weekend. Action packed rock crawling will take place September 28-29, 2012 in Dayton, TN. Rock crawling teams, from the East and West coast series, will go head to head on the course. Fans and teams are always excited and curious to see how a drivers' experience with terrain, from various regions across the country, transfers to their overall performance on this incredibly challenging course in Dayton. Team Superchips driver, Aaron Sykes will be bringing his Superchips buggy to the event with hopes to take home some hardware and a championship.

Dirt Riot Series racing is one of the most exciting forms of motorsports to watch. Endurance racing requires speed, skill, and patience. The Dirt Riot National Rampage event will be held October 12-13, 2012 in Bridgeport, TX. Teams from five different regions will make the trek to Texas, where they will be put to the test. Superchips is looking forward to intense competition on the course and expects finishes to come down to the wire.

**DIRT  
RIOT  
ENDURANCE  
RACING**



You can review photos from all of our events and sponsored drivers on our Facebook page - <https://www.facebook.com/Superchips>.

## EVENTS



The launch of Vigilante coincides with Biketoberfest in Daytona Beach, FL. This year Superchips will have a 20' x 60' display at Bruce Rossmeyer's Destination Daytona. Thousands of bikers attend this event annually and we are excited to introduce our new product line to Harley Davidson enthusiasts. Event dates are October 18 – 21, 2012. Keep an eye on our Facebook page as we plan to post several photos of our display including some cool bikes, new pop up tents, and product displays!

## SUPERCHIPS 101

Our TrailDash tuner for Jeep offers an innovative and unique Crawl Tune. The exclusive tuning provides Jeep owners, hitting the trails, with better bottom end torque and a softer pedal to aid in climbing obstacles, such as rocks or steep inclines, where a steady pedal and the right amount of power is needed to get you through.

## TECH TIP OF THE MONTH

**Q:** I'm taking my vehicle to the service center for routine maintenance. I don't want to return it to stock. They told me it is okay. Am I safe leaving the tuning in the vehicle?

**A:** Superchips highly recommends that you return the vehicle to stock. Even taking the vehicle in for an oil change can result in a technical service bulletin (TSB) being performed. If this TSB involves reflashing a new calibration into the vehicles computer (PCM) then it will lock out the tuner and require an "unlock" to be performed so that it can be used again. Unlocks typically cost \$100 but we can waive this fee if you can provide us a copy of your receipt showing us you had the vehicle serviced.

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