

# THE PERFORMER NEWS

THE OFFICIAL CUSTOMER MAGAZINE OF STEINBAUER PERFORMANCE - 2017 SUMMER / FALL



## 10 Years Selling STEINBAUER

October 1, 2017 is a bit of a milestone for Taber Diesel. It marks 10 years since we started selling STEINBAUER ...



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## Forget about FLASH TUNING

ECU Remapping seems to be undergoing a resurgence in the industry. Sales people - unchecked and largely untrained ...



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## New Series THE MECHANIC

As part of STEINBAUER strategy to further expand and strengthen our online presence as well as to ...



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## Social Media MORE PRESENCE

Like and follow us on our USA pages to get the latest STEINBAUER news and to take part in the latest promotions ...



... more on page 4

## IMPORTANT CHANGES TO WARRANTY

Warranty Registration of your STEINBAUER Products is important, we have attempted to make this process as simple and straightforward as possible. However the registration rate remains low and most often our customers think that they are automatically registered for warranty or don't think about it until they need to send their product in for checking or reprogramming.

It is important to note that as of 2018 we will be making some changes to our Extended Warranty Program. Whilst we will continue to offer our Iron Clad 3 year Extended Warranty it will be a requirement that all products must be registered for the Extended Warranty within 90 days of purchase. Additionally we will no longer process Warranty claims that fall outside 1 Year from the

purchase date if they have not registered. Should the product not be registered for warranty there may be a service fee charged to inspect/diagnose the module.

December will be upon us before you know it so take a few minutes, go online and get your STEINBAUER products registered for warranty.



www.steinbauerwarranty.com

PLEASE REGISTER ALL YOUR PRODUCTS ONLINE AT [WWW.STEINBAUERWARRANTY.COM](http://WWW.STEINBAUERWARRANTY.COM) UNTIL THE END OF DECEMBER 2017



# Servus!

There never seems to be a dull moment here at STEINBAUER. We always have some new project on the table, Dealers visiting from all corners of the globe for training and the constant drive to improve what we do.

This edition you will notice a ‚Flash Tuning‘ theme. We have had dealers from all corners of the globe who have noticed a dramatic increase in the presence of these digital cowboys. All too often our dealers get reports from customers who said STEINBAUER is too expensive and the customer chooses the flash tuning option. Only to later discover that ... well lets just say cheaper is not better. Hence we decided to attempt to wade through the misinformation here and get you some facts.

Our new The Mechanic series is growing in popularity, with Klaus and Miro doing a great job of bringing some humor to our customer Q & A.

As always we look toward our customers and dealer network for input and feedback. If there is anything that you would like to see covered in the next issue, please don't hesitate to reach out to us.

Thank you for your continued support and I look forward to seeing you soon.

TUNE SAFE!

Herbert Steinbauer  
CEO and Founder

## Taber Diesel 10 Years Selling STEINBAUER



October 1, 2017 is a bit of a milestone for Taber Diesel. It marks 10 years since we started selling STEINBAUER. I was very sceptical to selling it at the time as we had been experiencing in excess of 50% failure rate and drivability issues with the flash tuning and plug in modules we were selling for the domestic pickup truck market. We had actually stopped selling these tuning products due to the many problems we were seeing.

Our first customers were on some trucks with Cummins and Cat. The customers were really happy with the results. We really hit a home run when we installed a box on a 8010 Case combine harvester in the fall. This machine was a dealer demo which was being used by a large custom cutter who had 12 John Deere machines. Once we did the install the Case machine simply cut circles around the JD's. The dealer owner as well as the owner of the custom operations were very impressed. The harvester monitors are great at telling the story. At the end of the first day they had averaged 20% more acres covered while only using 8% more fuel.

In our Canadian market weather is the enemy for all farmers at harvest. Rain and even snow has had a huge impact on farmers over the

years. Rain when the wheat crop is ripe can degrade the quality costing 10's of thousands. The harvest of 2016 was such a year. In some areas of western Canada as much as 30% of the crop did not get harvested until the spring of 2017. 100's of millions in losses. The farmers with the STEINBAUER modules installed had a big advantage. While not all of them got all their crop, many were able to harvest 15 to 20% more than their neighbours who did not have STEINBAUER installed.

I have told this story a few times but it is worth repeating. A couple of years ago a farmer called and wanted to try a module on a JD combine. The next day he ordered 4 more having 5 machines. A few months later this farmer showed up in our shop he told us his story. With the 5 machines he was able to harvest 35 more acres per day each. After 6 days with the modules he stated they had harvested an extra 1000+ acres. Then the rains came and lasted for a week. Once they got back to the crop the rain had damaged the wheat and it went from a Number 1 grade to a 2 and some went to a grade 3. The difference at the time was 60 cents per bushel from Number 1 to Number 2. At 50 bushel per acre yield he was able to harvest over 50,000 more bushels with the STEINBAUER modules and put 30,000 more dollars in his pocket. We



have sold this customer, his neighbours and friends at least 100 units since that time.

One last comment about flash tuning. We have seen a lot of these guys out there driving to farmers machines to do the „custom tune“ thing. My favourite story is a guy just south of Calgary who decided to try this in the spring of 2016 on his Case 550 Quadtrac pulling an 84 ft air seeder. A million dollar machine and he thought the STEINBAUER was too expensive!! After the flash guy installed the „tune“ something happened and the tractor wouldn't start. The „tuning“ guy worked on it, called his expert in the east and several different programs were tried. The next day he came back with more „tunes“ to try and still nothing. No start. The „tuning“ guy went away again and the next day would not answer his phone!!! The farmer finally fed up being without his machine for 3 days and had the dealer come out. They had to install a new ECM and then program it. 3 days of down time with a million dollar machine. In the unlikely event there is an issue with a STEINBAUER you simply unplug and go back to stock. Funny thing about this situation, this 550 HP machine had a hard time pulling the big seeder. A couple days into seeding our STEINBAUER brand manager Tim installed a module and the tractor pulling the seeder at 5.5 mph all the time. Very happy customer who realized you get what you pay for. The Taber Diesel motto „Strap on a STEINBAUER and feel the power“ 10 years, thousands of happy customers with More Power and More Profit from Taber Diesel and STEINBAUER.

Cam Mandel  
President Taber Diesel  
STEINBAUER Canada Distributor

## The STEINBAUER Module Principle FORGET ABOUT FLASH TUNING



**John Deere**  
PowerTech PSS 6090 (T4F)

Displacement: 9.0L (548 cu)  
Power Output: 250 - 425 hp

+



=

**UP TO 25%  
MORE POWER  
MORE TORQUE**

TRACTORS



7 Series

HARVESTERS



S650 Combine

OTHERS



3754 Logger

TRACTORS



8 Series

HARVESTERS



S660 Combine

OTHERS



4940 Sprayer

TRACTORS



9 Series

HARVESTERS



S670 Combine

OTHERS



1910E Forwarder



**Cummins**  
QSC (T3A)

Displacement: 8.3L (506 cu)  
Power Output: 215 - 305 hp

+



=

**UP TO 25%  
MORE POWER  
MORE TORQUE**

TRACTORS



Case IH Magnum 2XX

HARVESTERS



Case Axial Flow 2366

OTHERS



Case Patriot 44XX

TRACTORS



JCB Fastrac 8250

HARVESTERS



Case IH CPX

OTHERS



New Holland SP333F

TRACTORS



Versatile MFWD

HARVESTERS



Case Axial Flow 6088

OTHERS



Valvet Komatsu Forest

The benefits of an additional PowerModule can not be understated. It is an actual physical product, it's not some ‚virtual program‘ that when your tractor gets a manufacturers update is deleted or when you sell your machine your expensive flash

tune is sold along with it. STEINBAUER's secret weapon remains we have an additional module that works downstream from the ECU. It leaves all manufacturers safety settings in place - we do not alter things that don't need to be altered.



# UK Car Distributor CO-ORDSPORT



In their quest to increasingly provide a top level of service to the market, STEINBAUER has recently appointed Co-ordSport Limited as UK Car Distributor for their range of products including the STEINBAUER Power Module and Power Pedal.

Co-ordSport has been in service to the tuning and motorsports field for 28 years and sees the addition of STEINBAUER to their Portfolio of branded specialist products, as a natural progression, further enhancing the ultimate B2B service and technical support they provide to the UK and European tuning industry, with only the very best of proven products.



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1 Cleton St, Tipton, DY4 7TR, UK  
T: +44 121 661 6263  
E: sales@coordsport.com

# Going Green E-CAR FLEET

Part of the STEINBAUER ethos is to think ahead, our HQ in Austria uses many ‘Green Technologies’ to be a smart building.

This year we took this ‘Think Green’ one step further and added the Smart EV to our list company vehicles. While these little Smart Cars are certainly not in the same category as Tesla, but they are perfect for city and short distance driving. Are we working on a project for them? Well you will just have to wait to find out!



# Open House ARB THORNLEIGH

If you’re a 4wd enthusiast, mark Saturday the 26<sup>th</sup> of August in your calendar. Why? It is ARB Thornleigh’s Grand Opening day and a chance to talk a range of 4WD industry specialists and the ARB Thornleigh team.

ARB Thornleigh; formerly Mannell Motors, is a family owned and operated business, who has been providing specialist mechanical



servicing to all vehicle types for over 21 years. Specialising in setting up 4WD vehicles for touring and towing, the experienced team can advise the right product for your needs.

Owner, Nick Mannell was recently in Austria as part of a Dealer Training Trip for STEINBAUER Performance products and a hot topic amongst the group was the influx of cheap tuning products on the market in Australia now.

“There is a huge range of 4WD accessories on the market. We can help you set up your dream touring vehicle or make sure your everyday SUV is ready for a day out in the bush”, owner Nick Mannell says, “We pride ourselves on getting it right for you, every time with a lot of cheap imitation products in the market, it is important you get the right advice from experts.

Our staff are experienced four wheel drivers and know the products they sell are reliable and work. Tuning products are no different to any other accessory - you have quality



products like STEINBAUER and then you have the cheap imitations...”.

August 26<sup>th</sup> was the official opening of the new ARB Thornleigh store, an annual event this year was special as it was the first at the new location. Visitors kept the Thornleigh Team busy all day and there was over \$5000 of give aways and prizes on the day.

Congratulations to Nick and the Team for a successful opening, if you are in the Thornleigh area call in and see them about ‘Tuning Safe’ with STEINBAUER Performance.

# Myth Busting FLASH TUNING / ECU REMAPPING

ECU Remapping seems to be undergoing a resurgence in the industry. Fuelled by hungry sales people operating as independent contractors - unchecked and largely untrained these digital cowboys all to often push the boundaries of what is safe to do and what’s not.

ECU remapping or flash tuning - basically involves overriding the existing software from the manufacturer in the ECU and uploading the ‘Flash Tuners’ own program. So what’s altered? Most claims are very generic, raising settings in the ECU file and changing a variety of parameters. But to actually get specifics on what is being changed is another thing.

What is interesting to note, is that person with the laptop, claiming to be able to do all of these wonderful ‘safe’ things with his ECU remap. Actually never wrote the original program. He purchased it from a reseller, who purchased it from someone else, who purchased it from someone else etc... you

get the idea. It is not uncommon for that one program to change hands multiple times before it gets to the person standing in front of your machine.

So who really knows what has been changed - if every person changes something because they think are smarter and what program exactly is going on your machine? Did the person who wrote the original remap even know what a tractor or combine does?



... and goodbye safe factory software!

STEINBAUER has been in the industry for over 20 years, we see these ‘fads’ come and go. But what remains disappointing is that it is the customer who is left to pick up the pieces when their engine blows up, or their ECU is destroyed and that guy with the laptop and fancy promises is no where to be found.

So don’t get caught up in the hype generated by the Flash Tuners - why risk your equipment at the end of the day is saving a few hundred \$\$ really worth the safety of your engine.



Plugging into the diagnostics port ...

# New Series THE MECHANIC



## NEW EPISODE

#tuneSAFE  
#tuneSTEINBAUER

## ON FRIDAYS



As part of STEINBAUER strategy to further expand and strengthen our online presence as well as to provide exciting content for our current and future customers, we have introduced The Mechanic Series.

Klaus, our Test Driver and Mechanic, answers various questions that you, our customers, have sent to us. Not only that you get the answers, but you also see the professional environment in which we work.

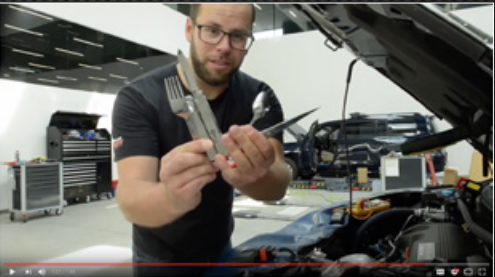
Every week on Fridays, new question is answered and new topic is covered. So, tune in and get the answers. Scan the QR code on the right and see what we’re talking about. Do not forget to subscribe or follow us.

## QUESTIONS TO KLAUS?

Send them to us and they will be answered in the upcoming episodes.



Tune in to our channel!





# Social Media

## JOIN THE STEINBAUER ONLINE COMMUNITY



### NEW FACEBOOK & INSTAGRAM PAGES FOR STEINBAUER USA!

Like and follow us on our USA pages to get the latest STEINBAUER news and to take part in the latest promotions!



In August, one lucky person won a ticket to the Half Century of Progress Show, with accommodation and a gas voucher. All he had to do was post his best farm life picture and tag us in it.

Facebook: @SteinbauerUSA  
Instagram: @steinbauer\_usa

We don't just want to tell you all about STEINBAUER, we want to hear all your stories too! Whether you are one of our wonderful dealers or one of our loyal

customers, we care about you and what you have to say – any feedback is welcome!

So whether you have a question about an installation, you are not sure if we have a power module for your engine, you have a question for Klaus The Mechanic or just want to share how over-the-moon you are with your newfound STEINBAUER power and torque, write us on Facebook, Twitter or Instagram!



You can also post a picture of yourself with the STEINBAUER logo in front of your vehicle to receive a STEINBAUER goodie bag anytime!

### HAPPY GO TRAVEL BLOG

The adventure driven duo behind Happy Go Travel, Australia's go-to guide for family adventures, camping, 4WD touring and travelling OZ are the energetic Kell and Caleb.

Together this fun-loving family chases adventure at every turn, explores the unknown and strives to see as much of their beautiful rugged country as possible. From the city to the bush and everywhere in between, they want to experience it all.

"After hooking up the camper trailer we quickly realised we were in desperate need of more power. After much research, STEINBAUER Performance

continued to come out in front when compared to all the alternatives and that is why we chose STEINBAUER.

Always pushing our limits and embracing the urge to explore further, having safe and reliable power is essential. This is why we jumped at the opportunity to work with STEINBAUER Performance." – Kell & Caleb.

Follow their adventures and travels as they discover Australia at Happy Go Travel.

Check them out online!

happygotravelblog.com  
www.facebook.com/happygotravelblog

Scan & watch!



### PHOTO CONTEST WINNER

Muzzy, an avid off-roader from NSW, Australia took this picture of his Prado during a 4WD session this summer. We would like to thank everybody who participated. We will feature all your pictures in the future.



### AUSTRALIA



**Ultimate 4WD Equipment** is based in Bibra Lake, Western Australia and their team has over 20 years of experience in offering top of the line vehicle builds.



All team members own 4WD's themselves and are passionate about the industry, making them more than qualified to give you the best advice to make sure your next big adventure is the best and safest yet!



Scan and watch the video of the top four power upgrades recommended by Ultimate 4WD Equipment!

### CANADA



**Taber Diesel** is based in Taber, Alberta, Canada has been our distributor for almost a decade now. They have over 30 years of experience with diesel engines.



In this virtual demo, Tim from Taber Diesel explains the advantages of having a STEINBAUER Power Module for your agricultural machinery.

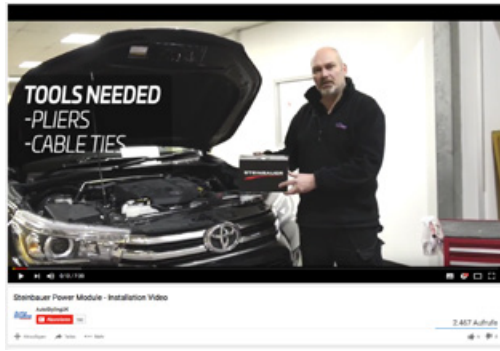


Scan and watch the video of Tim explaining the advantages of a PowerModule on a tractor!

### UNITED KINGDOM



**Auto Styling TRUCKMAN** is based in Brierley Hill, West Midlands, UK and has over 25 years of experience in the automotive industry. They are leading



manufacturers of hardtops for pickups and distributors of 4x4 accessories. TRUCKMAN has a strong team to give their customers the most valuable 4x4 accessories advice.



Scan and watch the installation on a Toyota Hilux MK8!

### UNITED STATES



**Total Track & Performance** is based in Long Prairie, Minnesota, USA. They sell original and aftermarket rubber tracks and are experts in the agricultural and



construction industries. The friendly and helpful staff at Total Track & Performance gives the best agricultural parts and accessories advice.



Scan and watch the video of Bryan demonstrating an installation on an 8310R!

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We are available in over 30 countries worldwide, supported by a network of reliable STEINBAUER Dealers and Distributors. All requests via phone or e-mail will be forwarded to the Authorized Dealer closest to you.