

RaceChip presents brand new product line-up in Birmingham

German market leader is exhibiting at the Autosport International

Goeppingen (Germany), 04.01.2018. RaceChip Chiptuning, the market leader for electronic performance enhancement from Germany, will be presenting its brand new product portfolio at the Autosport International 2018 in Birmingham, from January 11th to January 14th. Their second product generation sets new standards in electronic performance enhancement. Their four new chip tuning products – RaceChip GTS Black, GTS, RS and S – not only use an all-new platform architecture, driving enthusiasts also get up to 30% more performance and unsurpassed efficiency in the relationship between chip and engine. The throttle tuning XLR completes the new product family. The RaceChip show car, a Mercedes C 43 AMG, ensures even more attention at the RaceChip booth (hall 19, booth 19120).

Presentation of all-new product line-up

The Autosport International, taking place from January 11th to January 14th 2018, is the annual pre-season event, covering all areas of motorsport. It is held at the NEC, in Birmingham, and is open to the public as well as to industry professionals. This is one of the reasons RaceChip is exhibiting this year for the second time. "The Autosport International is not only the optimal possibility to present our products, it is also the perfect way to talk to our customers and distributors in person and to find out what they want and what drives them. Especially now that our second product generation is on the market, the feedback of this target group is even more important", explains Dr. Daniel Appelhoff, Managing Director of RaceChip.

RaceChip's second product generation consists of four new chip tuning and one new throttle tuning products. The premium product in this line is the RaceChip GTS Black, especially developed for performance vehicles with 200 HP or more. A new software and hardware, seven fine tuning mappings, a comprehensive engine warranty and a warm-up timer lift the new product into its own league.

Three more product novelties are positioned below the GTS Black, they are called RaceChip GTS, RaceChip RS and RaceChip S and replace the former modules Ultimate, Pro2 and One. The GTS also comes with seven fine-tuning mappings and a comprehensive peace-of-mind package which includes a two-year warranty on the engine. All three of them are developed on the new platform architecture and offer the RaceChip customers several advantages and innovations compared to the first generation. Just to mention one of them: the enhanced performance of the RaceChip RS, GTS and GTS Black can also be summoned up from a smartphone.

The throttle tuning XLR, which was released in the middle of last year, allows drivers to tune their engine's reaction time, giving them the option of matching throttle response to the driving conditions.

Interested visitors are welcome to join the product presentation at the RaceChip booth on Thursday, January 11th, from 2:00 to 2:15 pm.

Demonstration of products directly within engine compartment of the RaceChip show car

To highlight the product presentation and to clarify interested visitors the implementation of those, RaceChip is having his Mercedes C 43 AMG show car at the booth. Its performance is enhanced from 367 HP to 435 HP and from 520 Nm to 634 Nm with the RaceChip GTS Black. The vehicle is also equipped with a special car wrapping, a KW high adjustable spring kit, rims from HRE and Pilot Super Sport tires from Michelin. In the engine compartment of the C 43, visitors can take a closer look at the "Plug & Drive" principle of the chip tuning modules. Through an orange wire harness and an orange RaceChip GTS Black box, visitors can identify directly to which sensors the chip tuning module is connected. This illustrates how easy the attachment of the tuning box is.

Establishing contacts and expanding brand presence

Having a distributor network of over 2,000 active partners worldwide, RaceChip is further expanding this network in the United Kingdom and therefore actively searching for distributors and resellers. Interested resellers are welcome to either arrange a meeting during the Autosport International at the RaceChip booth in advance (please contact [Sandra Haggemüller](#)) or come by during trade show hours (hall 19, booth 19120). RaceChip managing director Dr. Daniel Appelhoff will be available on Thursday and Friday during the trade show for meetings, along with key account and customer support managers from RaceChip.

About RaceChip:

RaceChip Chiptuning is the leading performance engineering company specialising in electronic performance enhancement via auxiliary control unit. A performance increase of up to 30% and an extra dose of driving fun are available for more than 3,000 vehicles from over 60 manufacturers. The company was founded in 2008 and has grown from start-up to global player, with more than 100 employees at its Goeppingen, Munich and Shanghai locations. RaceChip products are available from the company's own online shops as well as from 2,000 sales partners worldwide in over 135 countries. RaceChip's product range includes the entry-level model RaceChip S, the bestseller RaceChip RS and the new range topping chips RaceChip GTS and GTS Black. The throttle tuning XLR completes the range of performance enhancements. GTS Black, GTS, RS and XLR are all available with app control. More than 100,000 drivers discover RaceChip every year, and there is no end to this trend in sight. A warranty on its products and on the engine underlines RaceChip's confidence in its technology, quality and safety. For more information visit: www.racechip.co.uk