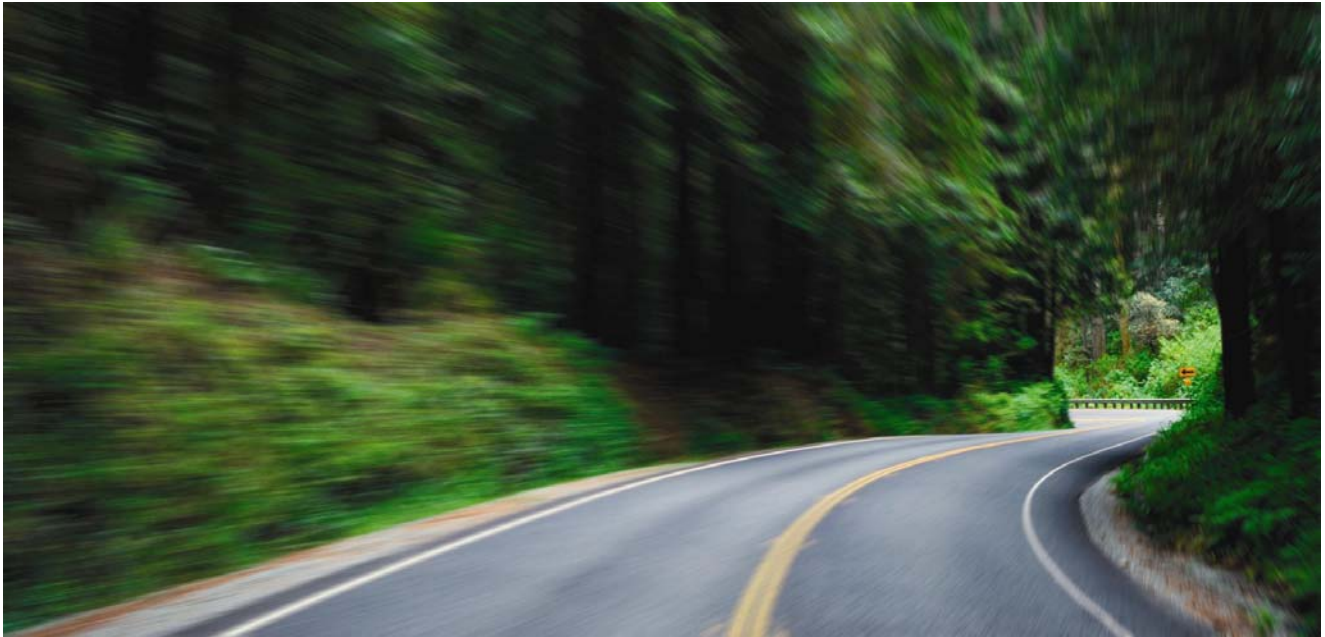


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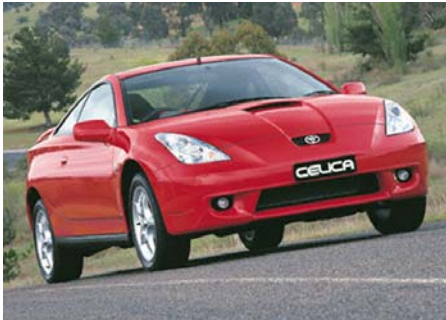


Digital Adrenaline For Your...
Toyota Celica SX,ZR 2.2



Powerchip technology enhances your Toyota to its ultimate level, delivering faster, smoother acceleration in all driving conditions. Whether you enjoy a leisurely weekend cruise or a hard racetrack drive – there is no easier and more effective way to release the potential from your Celica SX,ZR 2.2.

The following information is an overview of the performance the Powerchip will deliver. If you have any questions, your Power Consultant will assist you as best as possible. We look forward to giving you the best performance possible from your Toyota.



Make	Toyota
Model	Celica SX,ZR 2.2
Engine	5S-FE
Year	Dec 89 to Nov 99
Powerchip Code	TOY0028

Power

In standard form the Toyota Celica SX,ZR 2.2 produces 100 kw at the flywheel, and Powerchip improves the engine power to 114 kw.

Power (kw)			
Standard	Bronze/ Silver	Gold	Gold 98
100	109	111	114

Power Increases (kw)			
Bronze	Silver	Gold	Gold 98
9	9	11	14

The extra performance achieved by the Powerchip allows your vehicle to respond much better than stock Celica SX,ZR 2.2s. You will notice an effortless push back into the driver's seat, to give you a much more enjoyable and at times safer driving experience. The Powerchip will tap into your Toyota's 'hidden reserves', to give you an immediately noticeable improvement from your vehicle – we guarantee it!

Torque

Torque is a measurement of your engine's pulling power, and it is torque that pulls you up hills, allowing your engine a more linear and aggressive acceleration curve. With the Powerchip, you notice the increase in torque right throughout the rev range, which gives you far greater flexibility at low engine revolutions. Towing will become less demanding, and you will no longer feel the need to take the engine to the redline in each gear to get the performance you demand... It's always there for you, when you really need it most!



Torque (Nm)			
Standard	Bronze/ Silver	Gold	Gold 98
196	211	215	221

Torque Increases (Nm)			
Bronze	Silver	Gold	Gold 98
15	15	19	25

Acceleration

Increased Power and Torque results in faster acceleration. And it is not just standing start acceleration that is improved, your in-gear acceleration is as well.

If overtaking is important to you, you will feel safe knowing that you spend less time on the "wrong side of the road", improving the safety of your car, for you and your family or passengers.

Perhaps you feel that you need that extra bit of power when you are lined up at the "traffic light grand prix" against another car with similar (or more) power? If you want to have the unfair advantage that will give you more 'GO' away from the lights, you need a Powerchip performance software upgrade for your Celica SX,ZR 2.2.

Fitting Details

Your car uses an ECU which features an embedded processor rather than a normal chip or EPROM which means that your car does not use a chip that can be modified. The Powerchip upgrade for your car is an additional computer which alters the ignition timing of the vehicle in the same way as a normal chip style upgrade. Installation takes about 1 hour and can be performed by a Powerchip Authorised Fitter. We have authorized fitters in most areas. Please enquire at the time of order for your nearest fitting station.

On Road Development

Where Powerchip really shines out over its competitors is the emphasis and time spent refining the program for drivability and enjoyment. Much more a 'real world' gain than full throttle horse power runs on a dyno, part throttle refinement is a gain everyone uses every time they drive the vehicle. Flat spots and poor off the line performance are smoothed out in this process, and transient throttle conditions are made razor sharp for the ultimate in response. Real time changes to tables like throttle response and power enrichment are done on road to fine tune the driving experience of the vehicle, with acceleration timing equipment used to ensure consistent and measurable gains in part throttle drivability.



Drivability

Powerchip technicians do not spend their whole research and development focus tuning the full throttle performance of each vehicle. A significant emphasis is placed on the part throttle performance. We understand that driving in everyday conditions is more than just flat out acceleration, with your foot flat to the floor.

With Powerchip performance software, your car will perform to its potential, even when you are not demanding the peak performance. You no longer need to mash the throttle to take off briskly, and in-gear overtaking can be performed without needing to change down gears.

One of the main benefits of choosing to enhance your vehicle with the Powerchip is the improvement you will feel in all driving situations, no matter what your driving style is...



Manufacturers Tolerances

Toyota unfortunately leaves large tolerances in the performance characteristics of its entire fleet to allow for drivers that are negligent on maintenance, and who are non-enthusiasts. The Celica SX,ZR 2.2 is 'de-tuned' to be able to run on the poorest grade of fuel that the car is likely to encounter anywhere in the world, and also to allow for the small percentage of owners who put their cars reliability to the test due to their lack of mechanical understanding. In most cases, our clients are enthusiasts who place more emphasis on the performance characteristics of their vehicle, and therefore the Powerchip does not need to be programmed as conservatively as the stock software.

Modified Spark Advance

In the old days the ignition distributor controlled the engine spark timing. Changes to the position in the distributor will result in changed ignition settings, and is a good method of 'tune-up' for older vehicles. Modern engine ignition is controlled by a series of tables or maps. These maps give the engine any instructions required to operate, under ALL load and rev per minute access points.

Similar to the old systems, advancing the point of ignition within a cylinder results in increased power and torque. It is important not to advance the timing beyond the capabilities of the fuel used, or else detonation can occur. Peak kilowatts are achieved when ignition timing is set as close to the point of detonation as possible, without exceeding it. This is the primary purpose for asking the octane rating each client uses most frequently, so that the software is set to the correct level of ignition advance for the fuel used.



The end result of ignition advance changes is increased power and torque, resulting in better acceleration and various other driving benefits.

Octane ratings

The Powerchip is designed to get the best from your engine, and to do this it is recommended that you use a high performance fuel. When ordering your Powerchip upgrade, your Power Consultant will ask you for the octane rating you would like your program to run. The advantage of using better fuels can be explained in further detail by your consultant.

Powerchip Gold is designed to run on fuel with an octane rating of 95 (Premium Unleaded, Caltex Vortex, Ampol Gold). Powerchip Gold 98 is designed to run on fuel with an octane rating of 98 or higher (Shell Optimax, BP Ultimate, Mobil Synergy 8000). We highly recommend that you use the highest-octane fuel available to you.



Our Satisfaction Guarantee

Every Powerchip sold in Australia comes with an unconditional 14-day money back guarantee*. This ensures that the Powerchip will live up to your expectations, not ours! If for any reason you are unsatisfied with the Powerchip, you may return the Powerchip to your place of purchase for a full refund of the purchase price (not including shipping and handling, installation and removal etc.).

Our satisfaction guarantee* offers you total peace of mind, and makes the purchase of the Powerchip risk free. By purchasing a Powerchip you have nothing to lose – and everything to gain!

* Valid for purchases from March 11th 2006 until December 31st 2008

Servicing

In a regular service it is very unlikely that the dealer would perform any tasks that are additional to those required by the manufacturer. The dealer tool may be able to detect that modified software has been fitted to the vehicle. The vehicle can still continue to be flashed by the dealer with any software updates that become available. The Powerchip does not 'lock out' the dealer from reflashing the car. The Powerchip software does not make it any different to service than a vehicle with out a Powerchip. All 'Fault Codes' continue to be able to be read, just like a standard car

Warranty

All Powerchip upgrades come with a three-year, unlimited kilometer warranty, for the original purchaser, which means that if anything occurs to the Powerchip in that time, we will replace it without charge to you.

The terms and conditions of the Powerchip warranties can be viewed in detail on our web site at

<http://www.powerchipgroup.com/products/warranty.asp>



Value for a Lifetime

The investment you make in the Powerchip will last for as long as you keep your car, and for most of our customers, that is normally for 3 or 4 years. So when you consider the benefits of the chip over a number of years, it is not a lot to pay for extra performance you will probably use nearly every day. As a percentage of the total cost of your car, the Powerchip works out to be very cost effective. Also, with the Powerchip, you can expect your car to command a higher price when it comes time to sell!

Cost Effectiveness

As we all know, modifying late model vehicles is not a cheap exercise, however, when you look at it on a kw per dollar basis, the Powerchip comes in ahead of any other modification you could make to your Toyota. Have a look at just how well the Powerchip stacks up:



Price	\$990
kw Gain	14 kw
Price/kw	\$70.71

The Powerchip is designed to offer excellent value for money compared with other modifications you might be planning in the future.

Cost AUD(\$)				
	Bronze	Silver	Gold	Gold98
Price (Inc GST, freight additional)	\$790	\$890	\$990	\$990

Ask the Experts

Your Powerchip Power Consultant is trained to provide you with the best information about getting more performance for your car. We have a specific Power Consultant who is responsible for the Toyota range, and he is an expert at answering all of your technical questions, especially about the Celica SX,ZR 2.2. If you would like to speak with your Power Consultant about any aspect of the upgrade, please telephone our Australian headquarters in Melbourne, Victoria on (03) 9681 6888 or email your Toyota Power Consultant directly at sales@Powerchipgroup.com.

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Customer Testimonials

Customer Name: Rai E,

Car: Celica Group A 2.0 Turbo

Testimonial added: Sep 10 2002

Customer Comments:

"Since I had the Powerchip Gold 98 installed, I noticed a smoother application of power and a stronger one! My economy on country roads has increased by 5-10% (depending on my driving style!) The car seems ever ready to leap off the line and the turbo kicks in almost immediately. I have noticed a sizeable increase in performance and economy since having the Powerchip installed."

Customer Name: John G, Malvern East

Car: Cressida 3.0

Testimonial added: Apr 14 2003

Customer Comments:

*"Hi Team,
The Cressida is noticeably better in terms of power & smoothness. I have noticed the most a nippy response from takeoff and effortless torque when towing the van. Fuel economy has increased by about 8 - 10% using the optimax fuel, yet acceleration is greater. Will be recommending.
Cheers
John."*

Customer Name: Ross G, Middle Dural

Car: MR-2 2.0 (MK1)

Testimonial added: May 11 2002

Customer Comments:

*"The Powerchip works really well.
I noticed the difference as soon as it was added to the vehicle. Its as if the car has changed totally. Big improvements in mid to high range response and the engine feels like it wants to keep going past the red line. I would recommend the Gold 98 Chip for the MR2 2.0 to anybody. Money well spent!!!!!"*

Customer Name: Tony P,

Car: MR-2 2.0 (MK2)

Testimonial added: Apr 1 1998

Customer Comments:

"The reason for the installation of the Powerchip was to rectify a pinking problem I had with the MR2 since new (about 3 years). Toyota had fixed a cold running problem I had, but could not rectify the pinking problem. Since fitting the Powerchip, there is no more pinking, but as an added bonus for me, the power has been significantly improved."

*The driveability or smoothness of the MR2 with the Powerchip is about the same as before, although there is a little power surge (or run-on) when braking to slow for a corner etc (suburban running, and only when the engine is cold).
Nothing significant, and not worth worrying about."*

*The thing I have noticed most with the Powerchip installed is that there is no pinking and significantly increased power, which results in more enjoyable motoring.
Power increase is across the board. The power is there more instantly than before, particularly noticeable when highway driving."*

The fuel economy with the Powerchip installed has been a 20% increase in fuel consumption around town, and 10% increase in fuel consumption for highway motoring. The increased fuel consumption concerned me a little to start, but the extra motoring enjoyment outweighs the extra cost. I feel standard motor is de-tuned to gain better fuel figures."

*The acceleration is more instantaneous, and you find that you now get somewhere when you push the accelerator pedal. Was a little "ho-hum" before.
Value for money for the Powerchip is great value as the Powerchip rectified the problem with my MR2. A problem Toyota could not rectify.
I would recommend the Powerchip for the MR2, even if is only for increased driver enjoyment. The extra power also makes the car a safer car, as acceleration is significantly improved, and therefore overtaking times significantly less."*

Had my doubts to start, but the Powerchip is all it was cracked up to be."