



Birds Performance Package

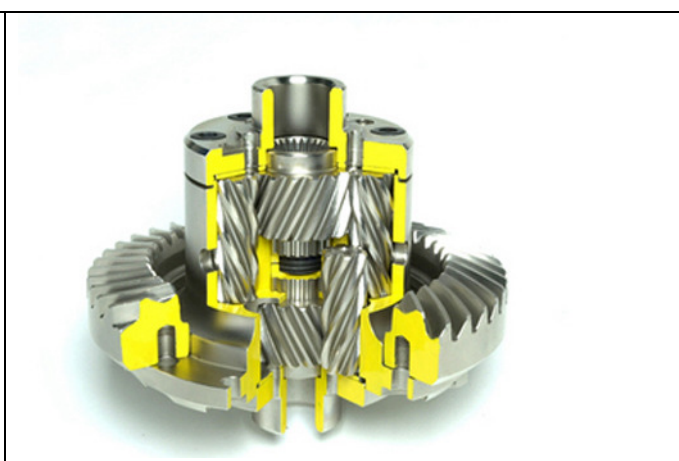
The Performance Package is a new development designed to give your BMW increased engine power **and** the ability to apply it to the road. It is a combination of a proven engine management modification along with a Quaife limited-slip diff, and is the ultimate performance enhancement available to gain raw speed at an affordable price. We are able to customise packages upon the customer's individual preference, and will advise the most suitable modifications.

The Quaife ATB limited slip differential is the perfect solution to your traction problems, and has quickly become Birds' best ever selling product. Modern BMWs (M Powers aside) are fitted with an open differential, which cuts power to both driving wheels when one slips. Now BMW owners around the world are realising just how essential a limited slip differential is on these cars. The innovative design of the Quaife means it is able to automatically bias torque between the rear wheels, and the benefits are increased acceleration, cornering speeds, handling, steering and traction. No longer will you be irritated by that flashing yellow light on your dashboard signalling a loss of traction. Instead, you will see your BMW react the way it should, just like the M-Power cars.

(Quaife differentials are available for all BMW models)



Birds E92 335i demonstrator



Quaife ATB internals

Please note that some vehicles are constructed with a final drive which has the crownwheel gear welded, rather than bolted to the standard differential. Where the listed vehicle could be equipped with either, most of our pricing includes the additional expense of converting this welded final crownwheel.

We have stunned the press with our beautifully resolved demonstrator.

Autocar (Chris Harris) - "the diff translates it into one of the most pleasant handling BMWs I've driven in years."

Evo Magazine – Evo awarded us with the full five star rating! "Big performance, superb chassis...biggest compliment is that it feels so cohesive."

BMWCar - "There's a harder edge to the car, a new depth of ability, toughness and intensity and a new level of driver involvement. And let's not forget, the standard 335i was our 'Car Of The Year' last year, and impressive in every way, so I can't stress too hard how good this car is!"

Total BMW – "...even with the DSC off, it remained entirely composed, to the point where we wondered if Kevin would notice if we found ourselves an empty car park and indulged in a spot of drifting..."

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Engine Management Modification, Questions And Answers.

What is it? It is a series of complex changes to the code held in the BMW Engine Management Control Unit (ECU)

How does it work? The changes affect the parameters such as ignition timing, fuel delivery and boost levels controlled by the ECU.

Why don't BMW offer the same power? They often do! In the case of diesel engines, we can give you similar or better performance than current development engines, but offer them to owners much sooner than BMW, via the sale of a new car.

Why is it so expensive (compared with other "similar" products)? We take performance modification very seriously. Modifications are not offered until lengthy durability trials have been concluded. These tests include dynamometer trails and serious road testing. The cost of this process is significant and substantial and has to be funded in the sale price. Suppliers who do not test in this way will always have a clear price advantage.

Will my BMW Dealer know about it? There is no such thing as an invisible modification. If BMW want to find it they will. However, our modifications are invisible during routine diagnosis and service.

Can a BMW Dealer overwrite it? Our software is protected, and it is not normally possible for Dealers to overwrite our modifications. Changes in BMW processes cannot be predicted, so it cannot be guaranteed that this would always be the case. If the Dealer does overwrite it, we can reload for a nominal charge.

Will it affect other components or systems on the car? No. Our testing procedures and the outputs we offer do not exceed the design limits of any other component or system on the car. Where we recommend additional equipment, this will be because of our commitment to providing a 100% reliable conversion whether inside or outside the warranty period.

Could it affect my manufacturer warranty? Yes. It is impossible to provide for every eventuality in the programming code, which could cause a BMW component to fail. If this occurs, our warranty covers it. Otherwise, the manufacturers warranty stands.

Can I have it done at my home or place of work? No. Unlike other cheaper products, we believe it is not possible to guarantee performance or quality if done away from our technical centre. Roadside conversions are to be avoided.