

## SUPERCHIPS COMPANY HISTORY A WORLD LEADER ACROSS FIVE DECADES

Superchips' beginnings can be traced back to 1976, when Peter Wales, an electronics engineer who ran a metal detector company called Detection Techniques, discovered that the ECU of a Mitsubishi Starion Group A race car could be modified for fast road use.

Wales reprogrammed (remapped) the ECU's chip to deliver more power and torque, which led to a number of Group N championship wins for the Mitsubishi in the mid 1980s. Using the knowledge gained from this, Wales went on to develop a range of remapped ECU chip upgrades for various turbocharged cars.

The first remapped ECU chips were sold through Detection Techniques from 1983 to 1986. By then the business was concentrating solely on vehicle ECU upgrades, and in 1989 the company name was changed to Superchips.

During this period Superchips started ECU remapping development work on normally aspirated as well as turbocharged engines and began remapping a rapidly growing range of turbo diesel cars.

1988 saw Superchips install a two wheel drive rolling road at its Buckingham Head Office.

Superchips Ltd. acquired UK registered trademark status in 1989.

In 1992, Superchips Inc. was established in the USA to provide conversions for all major makes of car and to undertake motorsport activity for the brand in North America.

1993 saw Superchips' first major volume consultancy work being awarded by a major European vehicle manufacturer, marking a breakthrough in the company's status with the recognition of its mapping abilities. This continues to date, with companies such as Cosworth using Superchips' expertise in this field.

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Having joined the company in 1988, Ian Sandford – the son of a former motorcycle world champion - became MD in 1993. This period also marked the start of the massive growth in the European turbo diesel applications market, which now constitutes the majority of Superchips' sales.

The first of Superchips' ongoing specialist ECU remapping work for emergency vehicle commenced in 1994 on a fleet of ambulances. This work continues to date with Superchips' knowledge being used to develop specific conversions for the UK Police.

Pre-dating the widespread use of the internet, in 1994 Superchips established 'Modem Dealers', allowing the global transfer of EPROM maps to its growing World wide dealer network.

1995 saw Superchips pioneer the first Serial Port System OBD remap.

Reflecting its growing export presence, in 1999 the Superchips name was registered as a trademark across the European Union.

Having been involved with remapping the ECUs on Volkswagen cars since the early 1990s, the year 2000 saw VW Racing UK appoint Superchips as its official Tuning Partner.

Superchips invested in a highly accurate four wheel drive rolling road at its Buckingham head office in 2001, highlighting the firm's commitment to ongoing capital investment.

2003 saw Superchips launch Bluefin, its market leading product, which allowed a Superchips remap to be installed and uninstalled by the customer, without even leaving the driver's seat of their vehicle.

Superchips Inc., the sister company of Superchips Ltd., was sold in 2004 for \$45 million. In 2006 Superchips registered the Bluefin brand, and the design acquired European registered trademark status.

Since 2006, Superchips' motorsport sponsorship has gathered momentum, clearly defining Superchips as the leading ECU tuning brand, with drivers and series happy to be associated with Superchips as a championship or individual sponsor. Superchips' sponsorship includes top British drivers Tim Harvey, Matt Neal and Tim Mullen, as well as high profile series including the Volkswagen Racing Cup and Scottish MINI Cooper challenge.

Superchips is unique in this sector as it combines a distinguished history, yet continues to lead by example after over 30 years, offering market leading products backed by a commitment to quality that make it the clear number one in the industry.

Tel: 01280 816781 – Email: [sales@superchips.co.uk](mailto:sales@superchips.co.uk)  
SUPERCHIPS Ltd, Buckingham Industrial Park, Buckingham MK18 1XJ

[www.SUPERCHIPS.co.uk](http://www.SUPERCHIPS.co.uk)