

Vince Geglia  
Trifecta Performance, Inc. (<http://www.trifectaperformance.com>)  
27522 NE 140<sup>th</sup> PL  
Duvall, WA 98019  
(206) 595-3061  
[vince@trifectaperformance.com](mailto:vince@trifectaperformance.com)

FOR IMMEDIATE RELEASE

## **Trifecta Performance Revolutionizes Custom PCM Programming for LT1**

SEATTLE – Today, Trifecta Performance announces the offering of its custom PCM programming service for owners of GM LT1 vehicles. Unlike existing services, which require removal and shipping of the vehicle's "brain", or PCM, Trifecta Performance provides an easy-to-use handheld device on a loaner basis, allowing customers to reprogram their vehicle's PCM through the diagnostic connector under the dash. The custom programming is done by Bryan Herter of PCMFORLESS.COM, and is offered at a competitive price.

"Our new service represents a breakthrough in custom PCM programming", said Vince Geglia, owner of Trifecta Performance. "Enthusiasts who need or want custom programming now have a cost-competitive option which eliminates the need for disassembly and removal of the PCM, eliminates vehicle downtime while the PCM is shipped to a custom programmer, and does away with expensive handhelds that sit in the garage collecting dust after they've been used once."

Owners of 1994 or newer LT1 powered vehicles can now order full custom PCM programming from Trifecta Performance at the introductory price of \$175 plus shipping. After ordering the custom program, the GT Tuner shows up in a shipping case on the customer's front porch. The vehicle can be easily programmed by connecting the GT Tuner to the under-dash connector and following the on-screen directions. After programming is complete, the GT Tuner is shipped back to Trifecta Performance via the included, pre-paid return shipping label.

"Trifecta Performance's new programming service is really important if you own a C5 Corvette", said Bruce Sherwin, who owns a 2000 Chevrolet Corvette. "To remove the PCM in a C5, you have to remove the front-right wheel and part of the inner wheel well. Not a fun job. Besides, Corvettes are meant to be driven all the time, not put up on jack stands while you wait for your PCM to go back and forth across the country." (Bruce is beta-testing the LS1 version of the service)

As a former Quality Assurance Director for Microsoft's Windows operating system, Vince has a great deal of experience thinking about operational contingencies. This valuable insight has been applied to the design of the GT Tuner.

"The last thing we want is an unsatisfied customer. The GT Tuner has been carefully designed to allow us to do in-field-service program updates if this becomes necessary. Let's say we ship the GT Tuner out and the customer decides they want their Impala SS to shift more like a Camaro. We have a mechanism that allows us to get the modified program to the customer without requiring the GT Tuner to be sent back. Also, the fact that the GT Tuner can restore the original programming allows us to ensure a degree of customer satisfaction that isn't possible with PCM programming methods that exist today."

- more -

Today, Trifecta Performance is offering programming for both OBD-I and OBD-II LT1 vehicles that use a “flashable” PCM. This includes 1994-1996 Chevrolet Caprice/Impala SS, 1994-1997 Chevrolet Camaro, 1994-1997 Pontiac Firebird/Trans Am, 1994-1996 Buick Roadmaster, and 1994-1996 Cadillac Fleetwood. Trifecta Performance is also working on increasing the supported vehicle list. Expect to see support for GM’s “Gen III” V8, which includes the LS1 in the next few months. Customers interested in ordering custom programming from Trifecta Performance using this service can do so at <http://www.trifectaperformance.com/pcm>.

For custom PCM programmers, Trifecta Performance’s new service offers new opportunity. For those already offering mail order PCM programming, the GT Tuner makes their lives easier by allowing them to get out of the business of handling and managing PCMs. For those who offer local PCM programming only, but would like to expand into mail order tuning, the GT Tuner is a ready-to-deploy end-to-end solution.

Founded in August, 2006, Trifecta Performance provides custom EFI tuning services and products for late model vehicles. Trifecta Performance is proud to serve the needs of the modern performance-minded car and truck enthusiast, providing innovative, useful, high-quality products and services to the performance community.

###