



"... ON THE DYNO WE HAVE TO CONTROL AND MEASURE DIFFERENT VALUES TO GET SAFE SOFTWARE WITH GOOD POWER ..."

THE TUNING MAESTRO



Tuning a car is a process best left to the experts. If done right, it can give amazing gains to a car's performance. However, it is a lot more than just downloading new software into a car's ECU – often, a lot of factors such as engine longevity, climate, driveability and compatibility are involved. Nobody knows this better than Mr Danny Kubasik, an expert with over 8 years in the business. He was in town recently to conduct training at Maximus Racing as well as to offer knowledge about his products. McChip is a well-regarded brand in Europe and the Middle East and has chosen Maximus Racing to be their partner in Singapore. This is his story on how he started off the business from scratch to where he stands today.

Can you tell us how you got started in the business?

Danny Kubasik: We started our business in 2003 as DKR-Tuning. Over the next few years we got more and more dealers, and in January 2009 we amalgamated with mcchip. The new company was renamed mcchip-dkr GmbH, and we split our functions – DKR does the software development as Kubatech while mcchip is in charge of distribution. We now have partners in Germany, Belgium, France, Estonia, Luxembourg, Russia, Poland, the United Arab Emirates and last but not least Singapore.

What sets your tuning standards apart from the others in the market?

Danny Kubasik: We are manufacturers and we invest heavily in research and development so our customers get high quality products. We have extensive experience in different countries with different climates. Some of our customers are

racing teams, so we have experience in engines from racing cars to trucks. I think this is a reason why we are successful. We have one of the most modern research and development centres with our own 4x4 dyno and big air intake.

Can you share with us what the process is like when it comes to tuning?

Danny Kubasik: Before we can tune our customer's car, we have to take it and put it on our dyno. It takes a few days to develop tuning software for an engine. Once the work on the dyno is finished we drive the car on a race track. We use the "Nürburgring Nordschleife", the most popular race track in the world for testing and driving. If the car runs as we intended, we offer the software to our clients. On the dyno we have to control and measure different values to get safe software with good power.

In your opinion, besides tuning, what else can or should be done? Tuning should remain relevant for a long time to come, but do you foresee a day where tuning is no longer applicable?

Danny Kubasik: The car manufacturers work to make the ECU resistant against tuning. But it is like a code. It takes a few weeks or months to crack a code before it is possible to tune the car. Manufacturers want others to buy their own tuning tweaks but we work hard to do it too. I think we have enough options in future. It will be more complicated than in the past but it will work out.

To go faster, we need to tune. Will we ever see a car that cannot be tuned?

Danny Kubasik: No. It will take more equipment research and development to read and write ECUs in future, but we have no fear because we are

primed for the future and we invest money and manpower to give our customer good products all the time.

What's the number one thing that keeps you going?

Danny Kubasik: First and foremost, our customers. It is not possible to be a global player without strong partners, but we can't get new customers without good products. I think it is an assortment of both. Good products and strong partners.

Which part of the tuning process is your favourite and why?

Danny Kubasik: For our distribution it is the tuning via OBD. It is quite simple to tune a car; you need only a PC and you don't need to remove any parts from the car. It is clean and fast for the technical staff. For our development, the work on the dyno is my favourite process.

Who inspired you?

Danny Kubasik: There wasn't any particular person. I think it was my interest for cars, electricity, computers and engines that inspired me to start this business.

Any advice for our readers?

Danny Kubasik: Good question. Go to Maximus Racing and let tune them your car to have more driving pleasure. [Laughs]

Last question, if you could go back into the past, is there anything you would change?

Danny Kubasik: The route I took was not easy, but it has been successful. I learned from my mistakes and gained many experiences. I think I would do it exactly the same way again.

mcchip-dkr.com[®]

Softwareimprovement of the latest generation



**more power...
...less fuel usage**

mcchip-dkr products are tested at the Nürburgring!



- up to 30% more power
- up to 15% less fuel usage
- Tuning for cars, trucks & boats
- more driving pleasure
- German engineering



Now in Singapore



**Maximus Racing Pte. Ltd.
No. 48 Toh Guan Road East, Enterprise Hub
#04-102 Singapore 608586
Tel: +65 6795 9015 · Fax: +65 6795 9651
www.maximusracing.com
www.mcchip-dkr.com**