



## GENUINE MOTOR PARTS AND MOTOR ACCESSORIES BULLETIN

P&A NO. 937

DATE: 05/13/2008



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### Screamin' Eagle Super Tuner/ Digital Technician II Calibration Download Pricing Change

#### **Purpose:**

The purpose of this bulletin is to inform the Dealer Network that we will be making changes to pricing for both the Super Tuner, p/n 32109-08 and the Digital Technician II (DTII) Performance download calibrations.

#### **Background:**

Super Tuner - We introduced the Super Tuner at the Winter Dealer Meeting in January 2008. Due to the increase demand levels we've been able to evaluate current pricing allowing us to past this cost reduction on to both the dealer and retail customer.

Calibrations - Additionally we have incurred significant costs to continue to support street legal calibrations for DTII. Costs have risen as a result of changes brought forth in regards to regulatory emissions. These demands have required us to put forth significant funding in the development of street-legal calibrations. Based on this funding it will be necessary for us to change the pricing on the DTII calibration downloads.

#### **Summary:**

Super Tuner – We plan to reduce both the dealer and retail pricing as noted below.

New: Dealer \$298.95  
Retail \$459.95  
(35% Margin)

Previous: Dealer \$357.46  
Retail \$549.95  
(35% Margin)

This pricing will go into effect on 5/26/08.

In July at the Summer Dealer Meeting (SDM), we plan to sell the Super Tuner with a Vehicle Communication Interface (VCI) box only. The software CD will be required to be purchased at the dealer show for model year '09 upgrades. This will be a one-time purchase until model year 2010, at which time another software CD will be required to be purchased. Updates throughout the model year will be provided at no cost through the FTP website updates.





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The current Super Tuner p/n, 32109-08 will be going obsolete by SDM. The current VCI will continue to work with '09 models but the software will require updating. The Super Tuner will go to a new revision p/n 32109-08A, available for order at the SDM.

Calibrations - The DTII calibration downloads pricing will be changed to:

Dealer: \$ 94.45  
Retail: \$149.95  
(37% Margin)

These prices will also go into effect the same day as the Super Tuner, 5/26/08.

### Questions:

Please contact Technical Service with any concerns regarding installation or product quality at 414-343-4887.

Direct all other questions to your SPOC representative at 1-800-664-7762.

