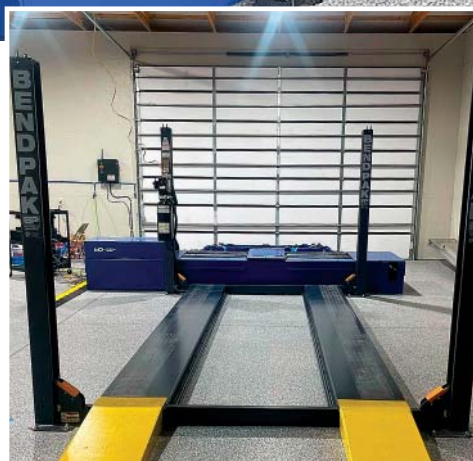


615 Dyno & Performance

Profitable Business due to their Mustang MD-500-SE-XL Dyno



615
DYNO AND PERFORMANCE



The MD-500-SE-XL paid for itself in under a year

MIDDLE TENNESSEE

After more than 25 years of working on cars, Joey Eleazer decided it was time to turn his passion into a business. Three years ago, he opened 615 Dyno and Performance in Middle Tennessee, specializing in performance tuning, diagnostics, and calibration. A chassis dynamometer was part of the business plan from the beginning.

"I'd always wanted a dyno, but while this was still a hobby I just couldn't justify the expense," says Eleazer. "Opening the shop was the point where it made sense to make that investment."

Today, his Mustang MD-500-SE-XL is at the center of his tuning operation.

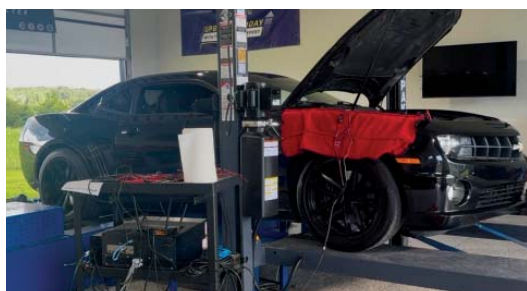
THE RIGHT TOOL FOR ACCURATE TUNING

Before opening his shop, Eleazer tuned vehicles on the street. Once he began looking for a professional dynamometer, he considered several manufacturers before choosing Mustang Dynamometer. A major factor was Mustang's U.S. based customer support.

"What sold me was the U.S.-based support and knowing I could reach someone anytime I had a question or an issue," he says. "For a shop owner just starting out, that peace of mind was a big deal."

The dyno allows 615 Dyno and Performance to perform controlled, repeatable testing that simply isn't possible on the street.

The shop primarily tunes Chevrolet LS and LT engines, along with Ford Coyote and EcoBoost platforms, using HP Tuners, Holley, and other standalone systems.



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STEADY-STATE CONTROL MAKES THE DIFFERENCE

For Eleazer, the standout feature of his Mustang Dyno is its ability to hold a vehicle at a specific load and RPM. "That's the biggest standout feature for me," he says. "Being able to hold a vehicle at a specific load and RPM is what makes accurate calibration possible."

The capability is particularly important when calibrating fueling and torque modeling on modern performance vehicles. The dyno also plays an important role in diagnostics. Eleazer uses it to reproduce and investigate problems such as misfires, fueling issues, and drivability concerns that can be difficult, or impossible to duplicate safely on the street.

A DYNO THAT BECAME A REVENUE GENERATOR

615 Dyno and Performance typically handles three to four vehicles per week, with tuning accounting for the majority of dyno use. The dyno also generates revenue through rental time and provides an essential diagnostic tool for the business.

When he opened the business, Eleazer set a goal of paying for the dyno in 50 tunes or less. He achieved that goal, and the dyno paid for itself in under a year. "Honestly, I couldn't offer a quality tune without it," says Eleazer. "The dyno is a tool, and most customers have no problem paying for it, because they know they're driving away with near-stock drivability and an accurate, calibrated tune."

BUILDING CUSTOMER TRUST

The Mustang Dyno has also helped 615 Dyno and Performance differentiate itself in a competitive market. Many customers arrive after experiencing drivability or performance problems with another tune, including remote tuning. The ability to put the vehicle on the dyno, identify the problem, and properly calibrate the vehicle has become a major part of the shop's value.

Most customers become repeat customers, and local shops now recommend 615 Dyno and Performance to their customers."

INVEST FOR WHERE YOUR BUSINESS IS GOING

Looking back on his original purchase, Eleazer says his biggest advice to other shop owners is not to undersize their dyno simply to reduce the initial investment. "If you're serious about tuning, get a Mustang dyno," he says. "The load control and the customer support are what set it apart."

He also recommends choosing a system based on the vehicles a shop expects to see. Shops working with AWD vehicles should consider an AWD system, while businesses handling higher-horsepower vehicles should consider a larger single-roller configuration. "Looking back, I should've gone with the bigger single roller," Eleazer says. "My dyno paid for itself in under a year, so the investment comes back faster than you might expect."

THE RESULT

For 615 Dyno and Performance, the Mustang MD-500-SE-XL is more than a piece of equipment. It is a core business tool that enables accurate tuning, advanced diagnostics, dyno rental services, customer confidence, and repeat business. After more than two years of operation, Eleazer continues to rely on his Mustang Dyno as an essential part of his growing performance business.



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