

Dr Performance Diesel Pickup Module Helps Counter \$5 Fuel Cost With Better MPG and Adds 90 Low-End Horsepower

With diesel fuel prices now predominantly over \$5 per gallon in the U.S. and still rising, this plug-and-drive performance investment, that DOES NOT change manufacturer's stock settings, is a welcomed relief for many diesel pickup owners



Kalispell, Montana Apr 26, 2022 (IssueWire.com) - The new generation Dr. Performance diesel pickup module has been reengineered to work with today's advanced diesel pickups, without changing emissions or manufacturer's stock settings. A full line of available diesel performance modules can be found on their N. American distributor website at - www.dieselmotors.com

.While the name is quite well-known throughout many aftermarket diesel performance circles, in 2019 Dr. Performance reinvented itself and reemerged as a significant contender in the aftermarket diesel pickup performance industry.

What started off as a simple need for more horsepower, in 1995 the late, multi-record holder, Barry "Doc" Sadler seemed to instinctively know how to increase his Cummins diesel power, without the common side effects that plagued the aftermarket industry. The antiquated method of simply adding fuel to increase power had its shortcomings and its costly consequences, such as overheating, bellowing black smoke and even engine failure. Not only did Barry understand these fundamental facts, but he also knew that diesel pickup horsepower was purposely restrained. So, he, along with a few software engineers in Fort Worth, Texas, designed an inline, stationary performance module that could be

installed by virtually anyone who owned a diesel pickup without the aforementioned common side effects.

The thriving company was sold in 2007 only to have it crumble under the new ownership in a matter of a few years. In 2016 Barry, along with his family and a few new engineers, rekindled the Dr. Performance legacy and began reengineering their performance modules to work with the new, more advanced, “big power” diesel pickup engines. He understood that with the new 400+ horsepower engines, it was less about the maximum horsepower and more about the accessibility of the horsepower the customer paid for.

Truth is, while today diesel pickups have up to three times the horsepower as their predecessors, they are also inundated with emissions and undergo manufacturer de-tuning, contributing to their poor mileage and lack of out-of-the-hole power. The new Dr. Performance team understood this and went to work on developing a new performance module that, not only delivered more useable “low-end” horsepower and improved fuel economy but also respected the new emission standards of today’s sophisticated diesel pickups.

Like their first-generation performance modules, the latest Dr. Performance module never changes or deletes stock settings or emissions – thus leaving no “footprint” on the vehicle’s ECM. Is for this reason the product is considered the original “warranty-friendly” solution in the marketplace. By working with the manufacturer’s settings rather than deleting or changing them, the customer benefits from the performance and mileage improvements without sacrificing future trade-in value caused by reprogramming and or deleting stock settings.

When asked how both power and economy can be achieved simultaneously, Allan Shepard, a spokesman and North America distributor for Dr. Performance said – “It happens by harnessing the energy of combustion versus simply adding more fuel to the fire. Not only is the combustion method a safe and cleaner way to improve power, it also allows you to gain more driving miles from the fuel you pay for.” – He also pointed out that with today’s \$5+ per gallon diesel, their customers are saving an average of \$25 to \$35 per fill-up. (based on an average of 36gl. capacity tank)

The Dr. Performance module can be purchased on their distributor website anytime with an average delivery time of seven business days. The performance modules include a 30-day unconditional money-back guarantee.

With all the pains and trials Dr. Performance has endured, arguably the most painful trial came in 2019 with the passing of Barry Sadler, a true diesel performance legend. Today, his surviving family including his wife, two sons, a daughter and a team of professionals are moving forward in a big way with their “warranty-friendly” diesel performance business that will include other vehicle upgrades in the near future. It goes without saying that in the aftermarket performance industry, Dr. Performance is well-deserving of a great American comeback story!





Media Contact

Allan Shepard

help@dieselmodules.com

866 406 3777

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