

Much More Than Circuits And Wires

Dear Painless Customer,

Thank you for your interest in Painless Performance Products. It is our goal to ensure your experience with our products is truly a painless one.

When we built our first wiring harness eighteen years ago, we could not have contemplated where we would be today. Not only is Painless by far the industry leader in automotive wiring harnesses but we continue to blaze new trails in engine management for both fuel-injected gasoline and turbo-diesel engines. Our PERFECT Engine Management System is the simple solution to installing a fuel injected engine into an older car or truck. Our new PERFECTION programming software now offers a painless solution to fine tuning these engines to accommodate modifications such as headers, valve train and cylinder heads. The new PowerCom EFI systems will do the same for LS1 and LS2 engine installations.

While we invest heavily in new products and new technologies, we continue to focus on enhancements to our core product line. The past several years have seen the introduction of more and more vehicle specific applications such as early Mustangs, Dodge muscle cars and Ford trucks. In 2008 we will introduce a much-needed new chassis harness for 1987-91 Jeep YJs and a redesigned and upgraded Bronco harness. See the index on the next page for all of our new products for 2008.

The development of the first Painless chassis harness eighteen years ago has spawned a whole multitude of imitators, none even approaching the level of quality and design integrity of a Painless harness. We are constantly refining and updating our products based on feedback from customers and technological developments. The competitor who copied the design of a Painless harness from 1997 without making the upgrades we have made over the years is now selling a vastly inferior product to the Painless harness of today. For example, we recently changed from a 50 amp to a 70 amp maxi-fuse in order to provide better circuit protection necessitated by the increased usage of higher amperage alternators. The knock-offs of our design from a decade ago are still using the inherently weaker fusible link.

So it's important to know what you're buying. As we're fond of saying, it's not just circuits and wire - it's experience and quality and integrity and innovation and the comfort of knowing you're using a wiring harness backed by a Lifetime Guarantee. Your electrical system is no place to take chances and cut corners.

Go with the quality and peace of mind of Painless.

Sincerely,

*Adrian J. Murray
President*

PAINLESS[®]
WIRING PRODUCTS

PERFECT[™]
ENGINE MANAGEMENT

PowerCom[™]
ENGINE MANAGEMENT

STRIKER[™]
DIESEL PERFORMANCE

POWERSTAR[™]
ELECTRICAL COMPONENTS