

AGENT INFORMATION PACK · 2026

JOIN THE

PENDLE PERFORMANCE NETWORK

Bespoke custom tuning, developed and dyno proven at Pendle HQ. Your workshop, with everything we've built behind it.

WHO WE ARE

EVERY ENGINE CUSTOM TUNED.

Pendle Performance is known worldwide for bespoke custom tuning. Every calibration is developed and dyno proven at Pendle HQ in Barnoldswick.

38

years in
the business

30

approved agents,
and growing

4,000+

calibrations, all
dyno proven

20

years some agents
have been with us

PENDLE HQ

A Maha MSR 500 linked four-wheel-drive dyno with three retarders, in a sealed, air-controlled cell. We tune at steady state, holding a set rpm, so the calibration is right across the rev range.

THE NETWORK

Three agents run linked four-wheel-drive Maha MSR 500 dynos and around seven or eight run Maha two-wheel-drive dynos. What they see feeds back into every calibration.

“

CUSTOMERS WORK HARD FOR THEIR MONEY. WHEN THEY SPEND IT ON THEIR VEHICLE, IT'S MY DUTY TO GET THAT VEHICLE TUNED CORRECTLY.

Martin

MARTIN WESTWELL · PENDLE PERFORMANCE





WHEREVER YOU ARE NOW

STARTING OUT, OR ALREADY ESTABLISHED.

STARTING OUT?

THE COMPLETE PACKAGE

Everything built for you before your first customer.

- ◆ Your AutoTuner tool and full training
- ◆ Your portal, your landing page, your branded material
- ◆ Every job written up and posted for you

ALREADY ESTABLISHED?

LET'S SCALE IT

You've built a business. Becoming a Pendle agent is about growing it.

- ◆ Found by postcode on pendleperformance.com
- ◆ Online booking (launching), so the phone isn't the only way in
- ◆ Plain business advice from Martin, who has built two businesses from the ground up

WHO WE WORK WITH

Independent garages

Conversion companies

Retrofitters

Stereo and ICE fitters

Exhaust specialists

Diagnostics specialists

VAG specialists

BMW specialists

Van and camper builders

4×4 and pickup specialists

From passionate one-man bands to big established workshops. If you take pride in your work and look after your customers, there's a place for you in the network.

EVERYTHING INCLUDED

THE COMPLETE PACKAGE.

One joining package. Everything below is built for you by Pendle HQ before your first customer.

01

YOUR AUTOTUNER TOOL

The tool you read and write your customers' ECUs with. Yours to keep.

02

FULL TRAINING

On the tool, the process and how we work. Team meetings and training events after that.

03

PENDLE CUSTOM TUNED FILES

Engine and gearbox, from Martin Base One. A data log is required on every job, and every log is checked. Revisions included.

04

YOUR AGENT PORTAL

Send a read, get your file back. Every job and every vehicle in one place.

05

YOUR OWN LANDING PAGE

On pendleperformance.com, on the agent map, found by postcode.

06

YOUR OWN BOOKING SYSTEM

Launching for agents: customers book with you, deposits to your PayPal, a text to you both.

07

LOGO AND BRANDED MATERIAL

Logo design if you need it, then flyers, cards, signs and workwear, all designed for you.

08

EVERY JOB POSTED FOR YOU

Each car you tune is written up and posted to your pages, with a brochure and Pendle quality certificate for every car.

09

GUIDES AND ASK PENDLE HQ

Manuals for every part of the process, video talks, and Martin on the end of a question.

10

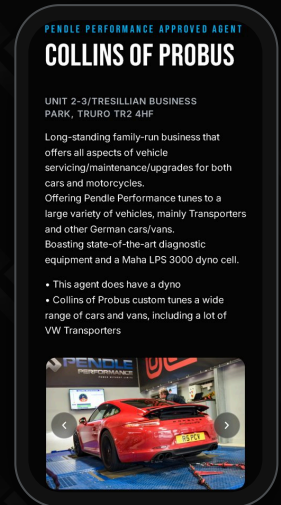
ONGOING SUPPORT

From people who tune, every day, plus help with dyno installation, finance and rental.

YOUR SHOP WINDOW

YOUR PAGE ON [PENDLEPERFORMANCE.COM](https://pendleperformance.com)

Every agent gets their own page on our website: your logo, your workshop, your team, your opening hours, your reviews and your Facebook feed. You're on the agent map, and customers find you by postcode.



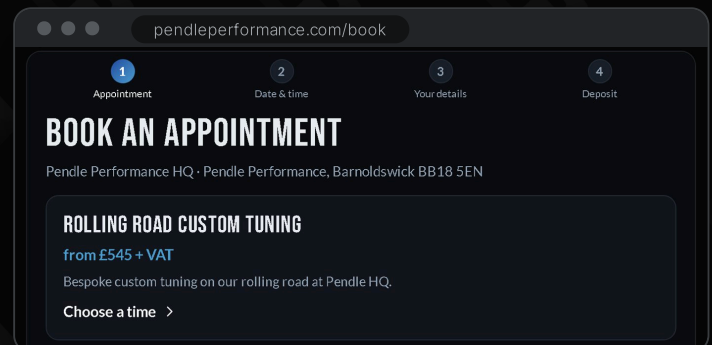
Here's Gary's: **Collins of Probus**, a Pendle agent in Cornwall · pendleperformance.com/our-agents/collins-of-probus

LAUNCHING

YOUR OWN BOOKING SYSTEM

Customers book with you online: your services, your prices, your opening hours. They pick a time, pay the deposit straight to your PayPal, and you both get a text. It sits on your landing page, can go on your own website too, and you run it from your portal login.

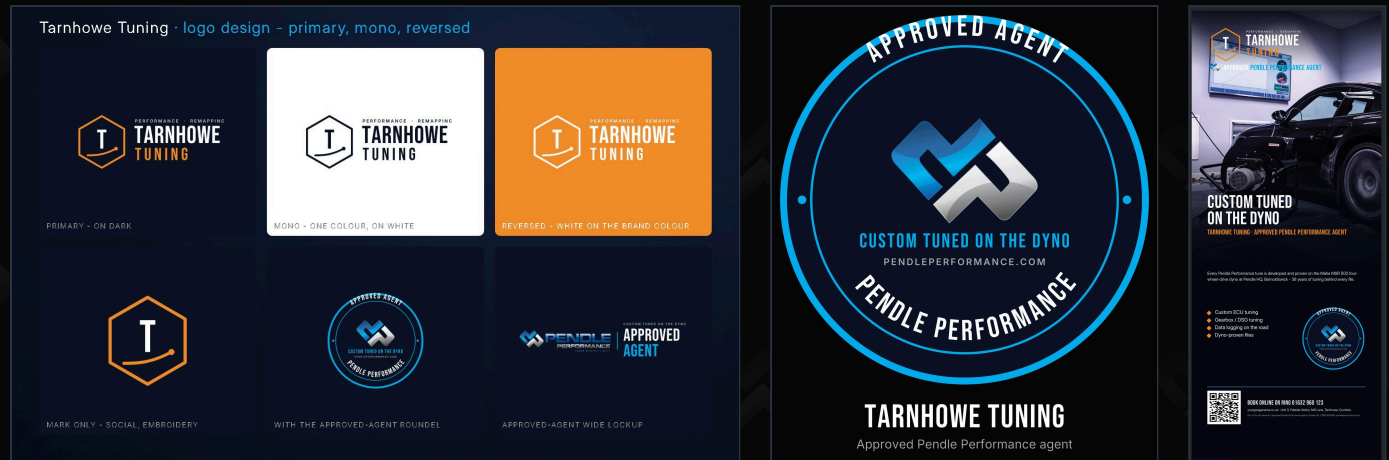
Right: the booking page we run at Pendle HQ. Yours works the same way, with your name on it.



YOUR BRANDED PACKAGE

DESIGNED FOR YOU.

As an approved Pendle agent you get logo design if you need it, then everything with your name on it: signs, flyers, cards, van stickers, workwear, banners and social media artwork, all on your branding with the Pendle approved-agent mark. Shown here for Tarnhowe Tuning, a demonstration garage made to show the package.



◆ LOGO DESIGN

◆ BADGE WITH YOUR BUSINESS NAME

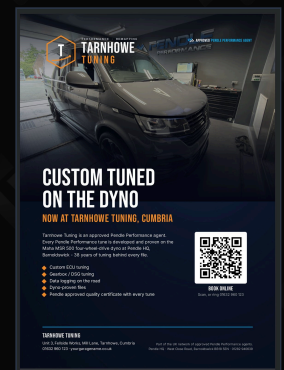
◆ ROLLER BANNER



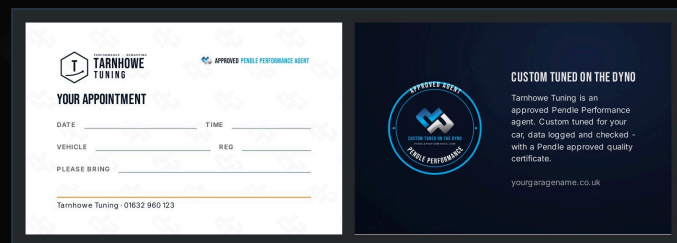
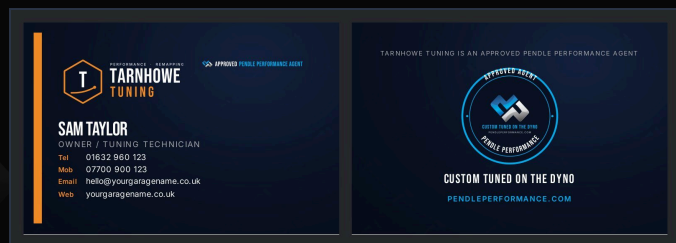
◆ WORKSHOP SIGN (A1)



◆ A5 FLYER



◆ A4 POSTER



◆ BUSINESS CARDS

◆ APPOINTMENT CARDS



◆ STICKERS AND PLATE SURROUND



◆ POLO SHIRT



◆ HI-VIS AND CAP



◆ MUG AND PENS



◆ FACEBOOK COVER

Plus letterhead and invoices, email signature, window decals, bumper stickers and a brand sheet, so every printer gets it right.

Tarnhowe Tuning is a demonstration business.

OPTIONAL EXTRA · MONTHLY

MANAGED SOCIAL MEDIA

FULLY MANAGED BY PENDLE PERFORMANCE

At a low monthly cost, we take the running of your pages off your hands. Per agent, cancel any time.

BRONZE

£50 + VAT A MONTH

✓ Cross-posting: your own upload link. One upload, posted across all your social media.

— Comments replied to

— Messages handled

5

marketing brochures a month

SILVER

£100 + VAT A MONTH

✓ Cross-posting: your own upload link. One upload, posted across all your social media.

✓ Every comment on your posts replied to

— Messages handled

10

marketing brochures a month

GOLD

£150 + VAT A MONTH

✓ Cross-posting: your own upload link. One upload, posted across all your social media.

✓ Every comment on your posts replied to

✓ Your messages handled and replied to

20

marketing brochures a month



AS STANDARD, FOR EVERY AGENT

Every job you put through Pendle is written up and posted for you: the car, the figures, your workshop, with your name on it and Pendle behind it, plus a brochure and Pendle quality certificate for every car. No social media yet? We'll walk you through opening your pages.

PRICING

CLEAR PRICES. ONE JOINING PACKAGE.

JOINING PACKAGE

£2,995 + VAT

- ◆ Your AutoTuner tool
- ◆ Full training
- ◆ Your landing page
- ◆ Logo design and branded material
- ◆ Your agent portal
- ◆ Ongoing support

TUNED FILES

PAY AS YOU GO

£125 + VAT

PER CREDIT

Buy as you need them

10 CREDITS

£1,000 + VAT

USE WITHIN 6 WEEKS

Works out at £100 + VAT a credit

20 CREDITS

£1,800 + VAT

USE WITHIN 12 WEEKS

Works out at £90 + VAT a credit

1 credit = 1 remap. Revisions for the same car are part of the job, not another credit.

SUPPORT HOURS

Monday to Friday 8am – 6pm

Saturday 8am – 1pm

Files Send any time

Support picks up again in working hours.

THE NETWORK HUB

- ◆ Guides and manuals for every part of the process
- ◆ Video talks from Pendle HQ
- ◆ Ask Pendle HQ: your question, answered in the portal
- ◆ Announcements: new software, new models

HOW TO JOIN

FOUR STEPS.



01

APPLY

The short form on our website. A couple of minutes.

02

A CHAT WITH MARTIN

About your business, your area and how we'd work together.

03

THE JOINING FORM

Your details, your logo and your branding, so we can build your package.

04

YOUR PAGE GOES LIVE

Your tool, training, portal login and landing page, ready for your first customer.

“ I DID A LOT OF RESEARCH BEFORE WE STARTED IN THE WORLD OF REMAPPING AND FOUND MARTIN TO BE ABSOLUTELY SECOND-TO-NONE. I COULDN'T RECOMMEND HIM HIGHLY ENOUGH... PENDLE ALL THE WAY!

GARY · COLLINS OF PROBUS, PENDLE AGENT

APPLY ONLINE

PENDLEPERFORMANCE.COM/AGENT

Prefer to talk first? Call Pendle HQ **01282 940639**

Pendle Performance · West Close Road · Barnoldswick · Lancashire BB18 5EN



SCAN TO APPLY