

Small Shop, Big Results

Jeff's Tuning and Performance Builds a Thriving Business with a Mustang MD-250 Dyno



OVERVIEW

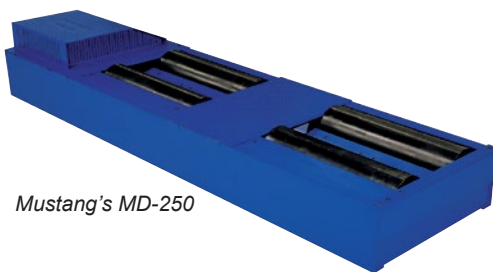
What started as a hobby and passion for hot rods and muscle cars has grown into a successful performance shop for Jeff Joachim, owner of Jeff's Tuning and Performance, LLC in Ocala, Florida.

For more than seven years, Jeff has specialized in tuning and performance work for Ford and GM vehicles, especially Coyote-powered Mustangs and GM LS/LT platforms. A major part of that success has been his Mustang Dynamometer MD-250 chassis dynamometer.

Before purchasing the dyno in 2019, Jeff relied on street tuning, which made it difficult to gather consistent data and prove results to customers. "When I first started tuning vehicles it was always a challenge to get a car completed," Jeff said. "Once I purchased the MD-250, I never looked back."

Jeff chose the Mustang dyno because he wanted an eddy brake system that could handle loaded tuning and diagnostics. While he originally considered an all-wheel-drive dyno, the two-wheel-drive MD-250 fit his budget, workload, and shop footprint best.

Despite its compact size, the MD-250 has provided the capabilities needed to support the majority of the shop's workload while preserving valuable floor space. Jeff believes many shop owners underestimate how capable smaller dynos can be. "Sometimes even the smaller units such as the MD-150 and MD-250 can do a ton of work with less valuable workspace," he said.



Mustang's MD-250





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DRIVING BUSINESS GROWTH

Today, the dyno is used almost every day for tuning, diagnostics, and validation testing. Jeff averages about 20 vehicles per month on the dyno, with tuning being the shop's most common service.

The dyno has also become a major driver of business growth. "Without it I would have a lot less work," Jeff explained. "It takes care of about 75% of my shop's revenue."

The dyno is used for a wide range of services including:

- Performance tuning
- Diagnostics
- Validation testing
- Before-and-after supercharger installations
- Loaded calibration work

"Hands down tuning is the most common reason I'm on the dyno," Jeff explained.

Jeff says the Mustang dyno has been extremely reliable over the years, with only minor maintenance issues. He also credits Mustang's HoleShot software and support team for making the system easy to use and dependable.

ADVICE FOR OTHER SHOPS

For other shop owners considering a dynamometer purchase, Jeff's advice is straightforward: "I would buy a Mustang dyno and never look back. It has been fantastic and reliable."

When considering purchasing a used versus a used dyno, Jeff encourages shops to carefully evaluate the long-term. "When buying used, make sure the cost savings outweigh buying new," he said. Most importantly, Jeff recommends choosing a system that fits any shop's actual workload and business goals. "Get the right product for the job," he said.

If you're in the central Florida area, visit Jeff and JTP.

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ABOUT SHOP SPOTLIGHT:

Starting with Jeff's Tuning and Performance, we hope to highlight more businesses that have a Mustang dyno. If you're interested in having your shop featured, contact Mustang at: sales@mustangdyne.com or direct message us on Facebook or Instagram

