



Car audio mad Rash Khan has been trading for 24 years now. Having just moved to new premises and undertaking a rapid expansion programme, he remains convinced that his dedication to new technologies, great sounding cars and customer service will keep a recent upward trend in his business going.

Arriving at the new home of Pro Acoustics, I am struck by the scale and ambition of this business expansion project. The modern triple-height industrial unit is as imposing and visible as it is welcoming.

On entering the store I am greeted by Rash's brother Ash who politely asks me to excuse the mess, which I can't even see! Ash explains that the showroom and workshop are a work-in-progress at the moment. What I do see in the showroom is a row of smart wood and glass display cabinets with an equally impressive row of glass and steel ones on the other side of the store. Other branded demonstration units are dotted along the far left wall and to the right is a mad orange Polo with dazzling white interior and a Hertz installation built around the astonishingly loud SPL Show and SPL

Monster products. It even looks loud!

Ash walks us through to an enormous workshop. Two cars are being worked on and they look lost in the clear area of the workshop. At this point Rash pops his head out of one of the cars and says hello. Rash's natural habitat is the workshop as this is where his passion for car audio began. In fact he tells me that it started before he had a workshop. "Even at high-school, I was installing audio into cars for family members, school teachers and anyone else who asked really." He continues; "My interest in those days was in the electrics and electronics and I left school and went on to study electronics at college. Installing car audio ensured I had a bit of pocket money to see me through and by the time I graduated, I knew that I was capable of making a living out of this."

Rash started his first car audio dealership in Dewsbury some 24 years ago. He worked from a single unit installing car audio and alarms and despite some local competition soon found himself with more work than he could handle alone. He explains; "I wanted to deliver excellent audio but also a good experience for my customers. I figured that

each satisfied customer would become an ambassador for my services and would bring further work to me through personal recommendation and this worked really well. I ended up with a number of small units near the original one and although managing to attract work and deliver, we looked more of a sprawl than a store with fitting bay. Things continued to become a little difficult as we juggled space particularly as we were very close to our neighbours and by definition, we do occasionally make a bit of noise."

I asked if Rash felt that the new store would bring more work? In response, he shared his plans for the development of the new site. "The short answer is yes and there will be other benefits to having our whole business under one roof. We have plans to develop the services we offer into other areas. We are due to install a ramp so that we can carry out air ride installations for instance and we also intend to have a dedicated woodwork and fabrication area, which will allow us to carry out more custom build projects. The only service we sub out is stitching work, which goes to a specialist two miles away. We may eventually be able to bring this in house also."



Rash plans to build a staff canteen upstairs along with a customer waiting area with a viewing gallery so customers can watch their install being completed. Pro acoustics currently employs six members of staff full-time and a wood worker for two days per week. "We carry out a fair bit of fleet work fitting tracking systems, hands-free car kits and security devices. This takes us

do not move at the pace of the customer you quickly lose out to those who do. We are fortunate in that our dedication to knowledge means we can help provide solutions to customers who may have suffered at the hands of certain multiple chains who profess to be masters of all when in fact they are capable of only the most basic work. We have one of these

have a great interest in Asian music and in fact, we are looking to have a local Asian band at our official opening."

Talking of Ash, he backs up everything Rash has told me about the business ethos of Pro Acoustics. His front-of-house role also sees him looking after publicity, marketing and finance for the company. "I am returning following a period of illness but now feel

“ I wanted to deliver excellent audio but also a good experience for my customers ”

to locations as far apart as Birmingham and Humberside, which is why you rarely see all six staff in the store and workshop at the same time." Rash explained.

Training is another area Rash takes very seriously. Without education, it is hard to move forward. Our industry follows trends dictated by our customers. I think every car audio installer will now know how to integrate an iPod into a car system but what about an iPad or a PC? If you

stores nearby but see it as an opportunity rather than a threat to our business.

I asked Rash about his musical tastes and he admits that this is extremely broad. "I found music through the work I do rather than the other way round. I began to educate myself by going to experience the music some of my customers listen to. This has taken me to many live music experiences including watching Jazz bands, Rock bands and even a trip to the Opera. Ash and I also

more motivated than ever. The new premises and expansion has given us a real chance to develop a strong brand locally and we see our involvement with FOUR MASTERS as a huge benefit to doing just that." Ash told me.

Big things are beginning to happen to Pro Acoustics. If you live in the area, I strongly suggest you go and visit them if only to experience being treated in a most respectful and human way which is alas, much lacking in many retail environments these days. □



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