



---

Regular readers will know that we get to listen and report on loads of great sounding cars. We do our best to convey the sound through the words we use and are often comparing what we hear against a standard factory fitted set up. This year, instead of us affirming aftermarket car audio systems to be far better for your ears than factory offerings we intend to give you the chance to judge for yourselves.

---

# Off-the-peg or Tailor Made?

Driving Sounds has invested in two identical cars one of which we have had our favourite specialist installers the FOUR MASTERS National Network - install a modest system into. As we often promote the case for integrated, discreet systems, the car remains to the casual observer, just like it was straight out of the dealership. There will be no extra equipment on show and all the original controls will work in exactly the same way as a stock motor. The two identical cars will be appearing at various events and shows throughout the year (check [www.drivingsounds.co.uk](http://www.drivingsounds.co.uk) for details) and the general public will be invited to listen to both and tell us what they think and stand a chance of winning either a fantastic Audio Joy or Audio Heaven system for their own car – Full details toward the end of this feature!

As a follow-up, our resident golden-eared uber-experienced audio expert, Carl Hynes, will critically review the audio systems in both cars. Carl is responsible for writing the majority of the content in Driving Sounds and having come from a musical background and having worked in the professional audio industry for a number of years before entering the world of car audio over 20 years ago, is eminently qualified to undertake this task. Carl is also known within our industry for not pulling his punches so you can expect a completely honest, no holds barred appraisal!

It would be unfair for us to colour your judgement by giving anything away before you get the chance to experience the two cars for yourselves. But we can confirm that we fully expect you to be able to hear an

enormous difference in the sound quality and musical engagement between the two systems.

Carl, our resident sound pontificator says; "Sound quality can be a somewhat subjective choice and it is not always possible to predict what each person will consider to be better quality. We can support our arguments with detailed scientific measurements but it can still be difficult for many people to relate those to the experience of simply listening. The only real way to demonstrate good sound is to offer a direct A/B comparison between good and bad. If the results are close, then even this can yield inconclusive results however, as a long time listener to all kinds of music played from everything from live instruments to the highest of high-end



audio systems, through to professional recording studio monitors and even string and tin can technology I am absolutely confident that one car will sound much better than the other!"

as much as they need to achieve the best possible sound available. At this level, a good deal of intricate work needs to take place with the speaker positioning and so the installer's fabrication skills are pushed to the very limit. It is unlikely though not impossible for this level of system

the time of going to press and check our website regularly to find out where else we will be demonstrating these two vehicles throughout the year. Come to an event and take the demonstration. Fill in a card telling us what you think of the systems in each car and we will enter you into the prize draw!

We will draw out some of the comments and publish them within our regular monthly Driving Sounds Broadcast and use them on our website to help offer new readers an unbiased endorsement of the systems we love to listen to and talk about.



If you are a regular reader of Driving Sounds or follower of FOUR MASTERS, you may have seen reference to Audio Joy, Audio Heaven and Audio Expert systems. These were named to help drivers to choose a level of system that fits their tastes and budget without having to get into heavy technical research. Audio Joy suits the music lover who wants a system that is far better than the one fitted at the factory and will bring a smile to their face in comparison. Audio Heaven is for those who like a great hi-fi system and Audio Expert is for those who live and work with music and will accept nothing less than the best. In cost terms, an Audio Joy system falls between £250 and £1000 whilst you can travel to Audio Heaven for between £1000 and £2000. Audio Experts can pay

to be achieved without significant modification of the vehicle's interior and therefore returning a car to stock would also require replacement parts to be purchased.

But, if you love music as much as I do, then no amount of effort is too much for that perfect performance.

UK high-end car audio distributor FOUR has kindly offered us two systems that reflect the categories Joy and Heaven. The FOUR MASTER network have pledged their time to enable Driving Sounds to offer two lucky readers a Joyful or Heavenly system for their own car. These massive prizes will be given to two lucky judges in November 2013. All you have to do is take a look at the list of events we have confirmed at

**Take the ultimate car sound challenge at the following locations:**

**CarFest North**

Oulton Park, 2nd - 4th August 2013

**CarFest South**

Laverstoke Park Farm, 23rd - 25th August 2013

**Goodwood Festival of Speed**

11th - 14th July 2013