



SOURCE OF

For nineteen years, Source Sounds has been giving out good vibrations to car enthusiasts from all over Sheffield and beyond. As recipients of Mobile Electronics News' industry voted Installers of the year award for the last five years running, they have a lot to be proud of but tend to let their work do the shouting.

SOURCE SOUNDS in Sheffield looks like a modest small business to the untrained eye. A smart showroom and workshop on an industrial estate, there are few clues to suggest the massive work rate and national importance of this jewel in the crown of the car audio industry. It is only when you get inside and look at the vast array of awards and trophies gained over the years that you get a flavour for the ongoing work that has kept Source Sounds at the top of the pile for so many years.

Directors Christian and Paul keep a tight ship with current staffing at five; Paul



and Lee take care of the retail side, while Christian, Steven and Trevor take care of the installation work. There is also a part-time administrator who helps allow the team to give their full attention to providing quality products, work and services to each and every customer. "The personal approach is very important to the business and every customer is treated

the same whether spending five or five thousand pounds." Paul explains; "We have built this business on a reputation for first class work backed up with expert advice and our personal involvement in each and every job. Between us, we make an awesome team. I tend to focus on future business and as such constantly keep an eye out for new business opportunities



whole host of manufacturer demonstration vehicles, elaborately modified to grab attention at shows and events. All manner of fabrication and finishing skills exist within the company, including builds from MDF, high quality fibreglass work and perfect fabric trimming, to mechanical motorisation and cunning new engineering solutions where required.

Throughout the summer you will find the staff attending outdoor car-related events. Avid supporters of the annual FOUR MASTERS events programme, they have built their own demonstration vehicle; a bright orange VW Golf MK1 with fully motorised Lamborghini-style doors crammed full of Hertz speakers, subwoofers and amplifiers which looks absolutely stunning and causes earthquakes when turned up loud! Christian points out; "Events are a key way for us to attract attention to our work. Car owners who see and hear what we do are willing to travel from all over the country to have us work on their vehicles. We also enjoy being around other car modifiers and sharing ideas to the benefit of all installers everywhere. Our latest demonstrator has crowds running from all over a venue to



functionality to a vehicle's factory-installed system or upgrading these existing systems whilst maintaining the original intended functionality and looks. Paul explains; "Car audio has received bad press in the past and became synonymous with space hungry, bass heavy systems built to impress those on the pavement rather than the car driver and his passenger. Fortunately, this is changing rapidly as technology allows us to build more discreet systems that enhance rather than detract from driving pleasure. Many of our recent audio installs leave nothing on show at all and this attracts a different kind of customer. We still enjoy the showy installs though. These really appeal to the 'youth inside'"

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SOUNDS

and technology trends in which we need to become expert. Christian keeps a very close eye on the quality of our installation work and the development of our installers, making sure we work to best practice at all times and between us we have amassed a huge knowledge of what products fit which vehicles. It is due to this demonstrable knowledge that our work is so diverse.

As a business, we are totally committed to investing in the knowledge and skill sets of all staff, whether it be product awareness training or nationally recognised NVQ's. After all, we are a specialist business and our customers expect us to be expert in all things automotive."

The company's willingness to diversify has been key in keeping them afloat during quiet times for audio and Source Sounds is recognised as the place to go for multimedia AV installations, car security and tracking, iPod integration, Navigation and Digital Radio installation, as well as major construction work such as campervan and motorhome upgrades and even conversions and trade vehicle fit-outs.

A look through the archives will reveal a

find out where the music is coming from, as it is here that our vehicle really scores. It makes tuneful music and not just bass boom as is typical with this kind of vehicle. This is due to a mixture of our expertise and the excellent equipment used, which suits itself to full range audio"

Currently, Source Sounds carries out a lot of OEM integration projects adding fresh

However, as you can see from the above, SOURCE SOUNDS is not just about sounds and the same work ethic that has been developed over the past nineteen years is applied to every job carried out. This is what drives customers to return for more, time after time.

