



“ The team travel across Europe leaving a trail of rubber and smoke behind them ”



Powering ahead

We look at how Jap Performance Parts has grown to be one of Europe's largest distributors of parts and cars to the world of rallying and circuit racing

Jap Performance Parts started off as a part time hobby in 2004, but soon founder Sajid Moghal took an opportunity to launch it as a full time business and Limited Company. After a trip to Japan, he set up contacts for the supply of a select range of high performance Japanese Sports cars such as Mitsubishi Evos and Subaru Imprezas.

The business started off in premises in the Merlin Centre, Crawley and, after three years, outgrew this location and moved to a 20,000 square foot site on Stephenson Way, in another part of the town. It continues to grow and has become one of Europe's largest distributors of parts and cars to the world of rallying and circuit racing.

Sajid comments: "It was tough expanding the business, as the UK economy over the last two years has been against us, which has been further compounded by a strong Yen affecting our ability to buy stock. Our decision to expand our reach in to Europe and the US was the key to sustaining the company and, as a result, 80% of our business is now outside the UK as far as Australia, Malaysia and South Africa."

He continues: "Our success is due to offering the highest quality products at competitive prices, supported by a commitment to understanding the technical needs of our customers and providing a reliable service. In this business you can't take chances, if a customer has a race in two days you need the parts tomorrow and they must be good."

Knighthood's Development Executive Lee Wilmot adds: "I thoroughly endorse Sajid's philosophy when it comes to keeping his customers happy and we at Knighthood are proud of our involvement with Jap Performance Parts. Their insurance needs are slightly unusual but, like Sajid, we don't shy away from a challenge."

To aid expansion the company has stepped into motor sport itself and developed a unique Subaru Impreza drift car powered by a 520 bhp Nissan Skyline engine. The team travel across Europe leaving a trail of rubber and smoke behind them and, last year, they finished third in the European Drift Allstars series.

The race car has been a great investment and raised the profile of the company to new heights. Sajid is considering expanding the team to two cars and is on the look out for new sponsors.

For more information visit:
www.japperformanceparts.co.uk.



Photograph by Camilla Smistad Tofterå



Royal seal of approval

The Maldon Crystal Salt Company has been granted a Royal Warrant

Knight Times readers may recall a front cover article from our Spring 2011 edition which featured HM The Queen visiting the premises of long standing Knighthood client, The Maldon Crystal Salt Company

We are pleased to announce that not only is the company celebrating its 130th anniversary this year but it has also now been granted a Royal Warrant.

With more than 50% of sales exported to 40 countries worldwide, Maldon is the number one producer of sea salt in the country and Knighthood would like to offer the company its congratulations on reaching this milestone and achieving such a prestigious status.