

SME

ENGLAND 1946



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Come One Come All!

The excitement reaches a crescendo with the announcement of the new Evolution of Garrard short film! Showcasing the voyage through time and technology.

Imagine two legacy turntable brands, giants in the world of extreme precision engineering and manufacturing development, not just in audio but across numerous other prominent sectors. These powerhouses united to breathe life



into one of the most iconic and widely sold turntables on the planet: the revered Garrard 301. This signifies a renaissance of the world of hi-fi audio, where the nostalgia of vintage blends with the innovations of today.

For the past eight years, SME has been relentlessly channeling its expertise and passion into enhancing, engineering, manufacturing, and ultimately resurrecting the beloved Garrard 301 turntable. Armed with the original designs and treasured ideas, SME has meticulously reimaged and reworked the Garrard 301, elevating it to a complete new level of performance and sophistication.

Consider, a classic 1954 Mercedes 300 SL Gullwing—a masterpiece of automotive history. Once retailing between £8,000–£10,000, this historical car now holds a price tag of £1.5 million when restored with modern electronics, computers, and expert craftsmanship by Brabus.

This leap from vintage to contemporary is mirrored in what you experience when acquiring a new Garrard 301 Advanced turntable crafted by SME.

What Does The New Garrard 301 Advanced Turntable Look Like Today?

SME's dedication is evident in their years-long endeavour to procure 301 turntables and components. With a meticulous process of reverse engineering, superior enhancements, and comprehensive measuring, they have returned this historical artefact to the zenith of its performance capabilities. The effort is not just in the mechanism; the chassis itself is something special. Constructed from a highly advanced polymer resin composition, it ensures immense density and rigidity, thus providing the ultimate isolation for the sensitive mechanical components within.



This exceptional chassis undergoes more than a simple cut to fit the turntable; it is subject to acoustic tuning and precision measurements to guarantee a flawless performance without any fluctuations. With the design of new chassis combined with SME's in-house capabilities, the 301 Advanced now offers a bespoke experience like never before. Customers have the opportunity to customise and select from an extensive RAL palette, making it possible to transform your Garrard into any colour you desire. This personalised touch ensures that each piece is not only a masterpiece of engineering but also a unique reflection of individual style and preference.

THE ONLY TURNTABLE IN THE WORLD TO COME WITH SME'S NEW VA-12 TONEARM

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Previously, the market saw a variety of tonearms that could be paired with the 301. However, SME, with its history of selling and crafting the finest tonearms, has taken this legacy a step further. The new 301 Advanced Turntable is paired with a tonearm unique to this model: the SME VA-12. This tonearm is so exclusive that it is not available on any other model, not even within SME's own product lineup.

The attention to detail is evident and integral.

The new Garrard 301 epitomises a fusion of the past's elegance with today's technology, offering audiophiles, collectors and lovers of music, a listening experience that skilfully bridges the ages.

Sincerely,
SME