

Boomer Makes Move to Impressive New Location

By Saralyn Carlen

Boomer has specialized in premium sales and installation of mobile electronics for over 15 years in Nashua, New Hampshire; the award-winning mobile electronics store is approaching two years at its new location on Executive Park Drive in Merrimack.

Owner Jamie Page explains the significance of the move, saying that the new store was custom designed and built with Boomer's specific needs in mind. The building features a full garage, storage, and a specialty retail space built to let customers fully experience different audio systems in-store. However, the staff at Boomer offer much more than speakers—remote starters, interior and exterior lighting, lifts, as well as brakes and suspension systems are just a small selection of options available for purchase and installation.

The products and services offered at Boomer Nashua extend beyond the typical “fun” car modifications, as they also offer several different products to enhance a vehicle's safety to protect customers and their families. This include several different alarm systems, such as tilt and shock sensors, glass breaking sensors, and backup alarms, as well as backup cameras. Garage door openers and other home link solutions are also available for purchase and installation through Boomer.

The garage where installations take place at the new Merrimack facility is “probably the cleanest automotive garage you'll ever see”, Jamie says. The space is very different from a typical automotive shop; the white floors are free from oil and grease, and each part or tool has its own designated, and likely labeled, place in a drawer or on a shelf. This not only makes for an efficient workflow for Boomer's employees, but ensures that even the most luxurious, exotic cars will not be damaged or dirtied at any time during their installations.

Renovations are already in progress to add more storage space to the



building—an additional second-floor storage room will be built to accommodate Boomer's growing inventory.

Another aspect of the business that truly sets Boomer Nashua apart is the custom interior pieces they create. The shop's highly skilled team design and hand-manufacture one-of-a-kind automotive interiors in-house. Boomer can build retro radio setups to match the iconic style of a certain decade but provide modern sound and technology. Classic car owners trust Boomer's talented staff to upgrade

their vehicles while maintaining the original feel and personality of the car. Custom projects and installations are not limited to just cars and trucks at Boomer, though; they have installed speakers, lights, and other modifications on everything from boats and RVs to ATVs and even snow blowers. No project seems too challenging for Boomer's impressive team, and they complete each one with the same attentiveness and precision present

in all their work.

Every build and installation melts flawlessly into the customer's vehicle to look as if it was meant to be there. While many of the pieces created are completely unique, each one feels like it was designed specifically for the customer and their car—because it was.

Whether a customer is looking for a new center console, or an entire redesign of their car's interior panels, Boomer's staff are able to bring almost any idea to life. Their work has draw clients from around the country, and even some from Canada; the craftsmanship and attention to detail in everything they do is evident, whether it be a simple speaker installation or a complete custom build.

Jamie and the team at Boomer Nashua have built their business to be synonymous with exceptional quality, and will continue to provide creative customizations for customers' cars, boats, RVs, ATVs, and more for years to come in their new location.