

Manchester charity, Speed of Sight helps Bolton based business Autoworld to an unforgettable day out

Submitted by: Aqueous Consulting

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Kay Ahmed from Bolton is lucky to be alive. Kay was involved as a passenger in a car accident back in 2002 when he was just twenty. A blow out on a quiet road at 2am meant the car he was in was thrown from the road and despite immediate attention from a passing ambulance he ended up losing his sight.

Kay now helps out where he can in the family business, Bolton based Autoworld (<https://www.autoworldonline.co.uk/>), owned by Yacoob Ahmed. As someone who is registered blind, Kay has not been able to drive since the accident, despite being involved in the family motor business for over fifteen years.

Prior to the accident Kay was a confident driver and loved motor sport. Since the accident, Kay has been left unable to indulge in his passion for motor sport and as there was no opportunity for him to experience this it was destined to remain just a memory.

When Ian Bold, Sales Director at Aqueous Digital (<https://www.aqueous-digital.co.uk/>) met Kay and he realised that there could be an opportunity to introduce him to his friend John Galloway at Speed of Sight (<https://www.speedofsight.org/index.php>). After working closely with Kay for a number of months he put together a plan to make Kay's dreams become a reality.

When Ian introduced Autoworld to Speed of Sight, the result was a track day experience Kay will never forget.

Speed of Sight are a charity that helps blind, partially sighted and disabled children and adults to experience the thrill of driving cars on a racetrack. Run by John Galloway, the charity has been helping blind, partially sighted and disabled people to experience the thrill of motor sport since 2012.

Ian Bold said:

"I met Kay about twelve months ago, we managed to win his business at Autoworld and we look after his SEO and Pay Per Click. We hit it off straight away; he's a great guy and Autoworld definitely get their money's worth from us every month!"

"It was great to introduce him to Speed of Sight and for me, it was great seeing his face today as well as the faces on his young kids after this great experience. His lads loved it as much as he did!"

Kay Ahmed said:

"Ian is a ten out of ten guy, comes and sees us every month and does Autoworld's SEO work. He mentioned to me how Speed of Sight help visually impaired people and said he thought it would be good for me to take part in it."

"It was a fantastic experience, really good and definitely recommended to everybody"

ENDS

Contacts;

For more information, contact details are;

Autoworld Online is a highly successful car parts and accessories business based in Tonge Moor, Bolton.
Autoworld Car Audio and Accessories Centre, 101 Tonge Moor Road, Tonge Moor, Bolton, Greater Manchester,
BL2 2DL

Phone: 01204 53 43 33

Email: info@autoworldonline.co.uk

Website: <https://www.autoworldonline.co.uk/> (<https://www.autoworldonline.co.uk/>)

Speed of Sight are a charity that hosts driving days for disabled adults and children, their families and friends, inspiring self-confidence, social interaction, physical and mental wellbeing throughout the UK.

Speed of Sight, Commerce House, Bridgeman Place, Bolton, BL2 1DW

Phone: 0161 714 4567

Email: info@speedofsight.co.uk

Website: <https://www.speedofsight.org/index.php> (<https://www.speedofsight.org/index.php>)

Aqueous Digital are an award winning Digital Marketing Agency specialising in paid and organic search.

Oak House, Sutton Quays Business Park, Clifton Road Sutton Weaver, WA7 3EH

Phone: 0800 285 1424

Email: agency@aqueous-digital.co.uk

Website: <http://aqueous-digital.co.uk/> (<https://www.aqueous-digital.co.uk/>)