



GERMAN ENGINEERED CAR AUDIO | SINCE 1943



Company Profile

German Engineered Car Audio Since 1943

alchemists.com | Reinhard Group | Waiblingen, Germany

OUR HERITAGE

The Alchemist Story

Founded in 1943 in Berlin, Germany, Alchemist Car Audio was born from a singular vision: to transform ordinary in-car audio into an extraordinary experience. Like ancient alchemists who sought to turn base metals into gold, our founders at Reinhard Group dedicated themselves to transmuting sound.

The name "Alchemist" embodies our philosophy — the pursuit of perfection through the precise combination of science and artistry. Every product undergoes rigorous German engineering standards, ensuring sound reproduction of the highest fidelity.

Today, headquartered in Waiblingen, Germany, Alchemist serves audiophiles and car enthusiasts across more than 20 countries on 6 continents. Our range spans DSP Processors, Amplifiers, Speakers, and Subwoofers.

With over 80 years of acoustic expertise, Alchemist continues to push boundaries in car audio technology. Our latest DSP processors feature Bluetooth 5.3, lossless streaming, and 31-band per-channel equalization.

MILESTONES

- **1943** Founded in Berlin by Reinhard Group
- **1960s** Pioneered car audio amplification
- **1980s** Expanded to European & Asian markets
- **2005** Launched DSP product line
- **2020** Bluetooth 5.0 wireless DSP
- **2024** 18-Ch Flagship with BT 5.3
- **2025** 21 countries, 6 continents

GLOBAL PRESENCE

Worldwide Network

21

COUNTRIES

400+

DEALERS

6

CONTINENTS

80+

YEARS

Europe

Germany (HQ), Netherlands, France, Italy, Spain, UK, Poland, Turkey

Asia Pacific

Vietnam, Japan, South Korea, Thailand, Malaysia, Indonesia, Philippines, India

Middle East & Africa

UAE, Saudi Arabia, South Africa

Americas

Brazil, USA

Contact

Headquarters: Waiblingen, Germany

Website: alchimists.com

Email: info@alchimists.com