

Press Release



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EXCITING 30th ANNIVERSARY BOXCLEVER COLLECTION TRADE PROMOTION FROM NGK

NGK Spark Plugs (UK) Limited, the leading spark plug manufacturer, has announced details of its exciting 30th Anniversary trade promotion - The Boxclever Collection - which runs for the remainder of 2005 and offers UK garages the opportunity to select from an impressive range of free gifts.

The Boxclever Collection catalogue was specifically created for NGK and will be available from the 1 April. Literally thousands of great free gifts from T-shirts to televisions and much more will be readily available and waiting to be claimed.

All that is needed to participate are the single box tops of the world's No.1 selling spark plug, NGK. Collect sufficient box tops and garages can then take their pick from the exciting Collection which will be unveiled at the forthcoming Automotive Trade Show. Further valuable gifts will be added to the Collection throughout the year.

Last year was the first ever NGK Boxclever promotion and NGK was delighted by the amazing take-up of its great range of Collection free gifts from the UK garage trade available by collecting its box tops. This year, being NGK's 30th Anniversary in the UK, the offering to the UK trade has been made even more attractive.



The World's No.1 Spark Plug. Fact.

