

# Press Release



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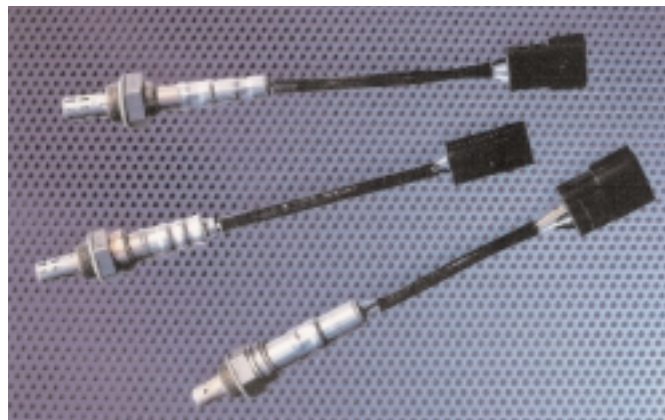
## NGK ANNOUNCES 100% INCREASE IN LAMBDA SENSOR ANNUAL SALES AGAINST A 10% OVERALL UK MARKET GROWTH

NGK spark Plugs (UK) Limited, the world's largest manufacturer of Lambda sensors under the NTK brand name, has announced that its Lambda sensors sales are up 100% on last year, against a UK overall market growth for Lambda sensors of around 10%.

This follows the announcement earlier this year of a major expansion of the NTK Lambda sensor range and the introduction of a completely new Lambda sensor catalogue which highlights the benefits to be gained by the Aftermarket from using OE specific sensors.

The 70 new Lambda sensors added to the range brought the total available to the UK Aftermarket to over 230 parts giving NTK excellent coverage of the entire UK vehicle parc.

Application data in the completely re-styled catalogue has been presented in an easy to use format with supporting information expanded to include extensive technical details, part number explanations, useful notes on installation and comprehensive cross referencing. It also shows the number of cables per sensor, cable length as well as providing drawings of each connector. This makes it extremely easy for the reader to identify the correct sensor for each model.



"There is no doubt that the expansion of our range and this extremely well received new brochure were two significant reasons for our 100% annual increase in NTK Lambda sensor sales against an overall UK market growth figure of around 10%," says Brian Childs, Deputy Managing Director, Sales & Marketing, of NGK Spark Plugs (UK) Limited's Automotive Division.

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



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“Our own Aftermarket sensor range pays careful attention to ensure that all technical specifications – such as element type, heater resistance and connector – are perfectly matched to that fitted as OE. As all NTK Lambda sensors are supplied with OE specification connectors already fitted, ease of installation is ensured and with it significant savings to the Aftermarket in expensive labour time.”

