

Press Release



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PROMISING START TO MAJOR NGK GLOW PLUGS CAMPAIGN

NGK Spark Plugs (UK) Limited, the leading spark and glow plug manufacturer, has announced a promising start to its major campaign to ensure that it achieves UK market leadership in glow plugs in a relatively short time span.

“Our glow plug sales are up by more than a third on where we were at the beginning of last year,” says Brian Childs, Deputy Managing Director, Sales & Marketing, of NGK Spark Plugs (UK) Limited’s Automotive Division, “and - as we only really began our major push on glow plugs a year ago - I am extremely pleased with the results achieved so far.

“In addition this Winter’s glow plug season is only now getting started and, to put us in an even stronger position for the season, we have recently announced a further extension to our glow plug range with the introduction of several new references. This increases the total number of glow plugs which we are now able to offer to well over 100, including further ceramic plugs – fitted as Original Equipment – which we are now able to offer to the UK Aftermarket.



“NGK is the clear brand leader in the UK spark plug market with just over 50% market share – more than double that of our nearest competitor. At last year’s Birmingham Motor Show we announced a major sales and marketing effort behind our glow plug range, similar to that which we have placed successfully behind our spark plug range in the past.

“Our current glow plug range comes as a direct result of OE development and demonstrates our investment in future high technology. Our new glow plugs have been designed to achieve the highest performance for better engine efficiency, reduction of emissions and extended service life.

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



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“There are only four top glow plug brands in the UK market, including NGK, with no single company having dominant market share.

“We believe that with our new product offering, recent OE successes and the reputation for technical quality that we have achieved with spark plugs, we are on course to be the UK’s No1 supplier of glow plugs in a relatively short time span.”

