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NEW PEUGEOT PARTNER VAN FOR EU IN NGK 'MILESMORE' WHOLESALER PROMOTION

NGK Spark Plugs launched its bespoke Wholesaler 'Milesmore' promotion earlier this year, enabling wholesalers to redeem points for a variety of gifts ranging from state-of-the-art home entertainment systems, luxury holidays or indeed items that would support their business.

NGK were therefore delighted when EU (Exhausts Unlimited), the rapidly expanding Norwich-based specialist exhausts and component distributors, chose to use their points to purchase a Peugeot Partner van.

Kevin Allen, Director of EU is pictured (centre) receiving his Peugeot Partner from Chris Hunter (right), Regional Sales Manager, and his NGK Area Sales Representative, Stuart Bayne (left), NGK's Salesman of the Year for 2006.



EU was founded 25 years ago by Kevin Shortis and is part of the Shortis Group of companies, with over 70 trading sites and more than 600 hundred staff. EU operates from 17 branches - with over 130 vans - across Lincolnshire and the Anglia Region from the Humber to the Thames.

"We have been distributing NGK products for 20 years and today are exclusive suppliers of NGK spark plugs and virtually exclusive on NGK glow plugs and NTK Lambda sensors. NGK offer a 1st class product and service and are in an almost unique position in the UK Aftermarket as the brand that we know customers will always request.

PRESS RELEASE



“So as soon as we received the details of the ‘Milesmore’ wholesaler promotion from Stuart, we removed ourselves from all other NGK promotional offers and decided to concentrate everything on it. It is so simple because of how creatively and attractively it has been packaged. Because it is internet based we are able to go onto the NGK website at any time to find out how many points we have got.

“As a Company, EU has always believed in investing in the future. So from the very start we had decided that we would redeem our ‘Milesmore’ points on a Peugeot Partner delivery van as we already have some in our fleet. At EU we are also very proud of our green credentials and a large number of our vehicle fleet have already been converted to LPG. NGK kindly arranged this for us with our new ‘Milesmore’ van.”

“EU is one of our very biggest truly independent distributors, not part of any buying group,” says Chris Hunter. “We knew from the outset of ‘Milesmore’ that EU had identified a new delivery van as the prize they wanted to redeem with their points. We also know that before the end of 2006 we will be presenting another delivery van to them as they are now very close now to their additional target points for this.”