

# Press Release



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## BOX CLEVER SUMMER TRADE PROMOTION FROM NGK

NGK Spark Plugs (UK) Limited, the leading spark plug manufacturer, has announced details of its Summer trade promotion – 'Box Clever' (pictured).

During the months of July, August and September, garages will have the chance to win a share of £10,000 worth of NGK Travellers' Cheques, plus the opportunity to stake a claim to one or more of thousands of free gifts from NGK's specially created Box Clever Collection.



All that is needed to participate are the single box tops of the world's No.1 selling spark plug, NGK.

Each month, simply by collecting and sending in their single box tops, garages can choose a free gift from the Box Clever collection. And every month that they do so, they will also receive a complimentary entry into a Free Prize Draw where winners can claim their share of £10,000 of NGK Travellers' Cheques. Plus there's the added bonus that for garages who claim a gift in each month, their potential winnings will be doubled in month two and trebled in month three which means that September's 'Triple Whammy Draw' will give £3,000 to the winner.

"NGK single box tops are now worth serious money," says Trevor Dyas, General Manager, Sales & Marketing, of NGK Spark Plugs (UK) Limited, in a letter accompanying NGK's extensive direct mail campaign to the UK garage trade giving full details of both the promotion and the Box Clever Collection. "Keep them safe and you could win your share of £10,000 plus qualify for some great free gifts too. And we have provided postage paid envelopes to make it even easier. What have you got to lose? Go on, Box Clever and get your share with NGK."

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

