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PRESENTATION TO WINNER OF NGK'S ATS BOXCLEVER COMPETITION

The centrepiece of the NGK Stand at the recent Automotive Trade Show (ATS) was NGK's new BoxClever promotional van. This has been specifically introduced to support NGK's amazingly successful BoxClever garage trade promotion which offers free quality gifts in return for the box tops of NGK spark plugs, glow plugs and Lambda sensors.

To celebrate the arrival of the new BoxClever van NGK had devised what proved to be a most popular competition giving ATS Stand visitors the opportunity to win 20,000 NGK box tops in a competition linked to close inspection of the exterior of the BoxClever van.

The winner – Paul Collins of Station Garage in Sidmouth, Devon – is pictured (right) receiving his prize of 20,000 NGK box tops from Andy Bell, NGK's West Country sales representative. 20,000 box tops represents a very attractive prize as its redemption value equates to four Playstation 3s - value £1,800 - or any combination of the gifts from within the BoxClever Collection.



Since it was launched three years ago NGK's BoxClever garage trade promotion has attracted well over 5,500 participants and the total number of box tops sent in is expected to exceed one million by the end of this year. The new BoxClever van will shortly be taking to the road and visiting garage up and down the country as well as being the focal point at future NGK trade events.

On receiving his 20,000 box tops prize Paul Collins complimented NGK on creating such an attractive competition offering the opportunity to win such fantastic prizes. As well as taking his own prize from the BoxClever Collection Paul intends to divide the remaining points between his mechanics who have been saving their own box tops.