

Press Release



NGK Spark Plugs (UK) Limited
Maylands Avenue
Hemel Hempstead
Herts HP2 4SD

Tel 01442 281000
Fax 01442 281001

www.ngkntk.co.uk

13 September 2004

NGK SPARKS FERRARI TO SUCCESS IN 2004 FORMULA 1 SEASON

NGK Spark Plugs has celebrated a highly successful Formula 1 2004 season, sparking not only the Ferrari Racing Team – which won the 2004 Constructors Championship – but also the Champion Driver, for a record 7th season, Michael Schumacher.

Michael Schumacher's second place finish at Spa in Belgium in Round 14 of the 2004 F1 World Championship on 29 August ensured that he is again Champion Driver - even with four races still remaining. The 2004 Constructors champion had already been confirmed as won by Ferrari after Round 13 of the World Championship in Hungary two weeks earlier.



NGK Spark Plugs is the world's largest manufacturer of spark plugs for use in automobiles and motorcycles.

NGK is also the world's largest manufacturer of Lambda sensors under the NTK brand name. In addition to spark plugs, NTK is also the supplier of UEGO sensors to Ferrari for their engine management system. They are used to ensure the precise control of the air fuel ratio.

"At NGK we have always taken pride in the development of racing spark plugs specifically for Formula 1 racing, which is extremely demanding on the spark plug," says Brian Childs, NGK UK's Deputy Managing Director, Sales & Marketing. "Since NGK's first Grand Prix win in Mexico with Honda in 1965, NGK racing plugs have sparked the winners of more than 160 Formula 1 races over the following 30 seasons.

(cont.)

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



Press Release



“We are proud to have this close cooperation with Ferrari and have now been working closely together for six years. As well as the technical success which we enjoy from each season’s F1 campaign there are strong marketing reasons why this collaboration with Ferrari benefits NGK. NGK’s image and consumer awareness benefits from our Ferrari connection and gives greater stimulus to our campaigns and promotions. Ferrari is the clear leader in Formula 1 and NGK is the No1 supplier of spark plugs to vehicle manufacturers worldwide, as well as being the biggest global manufacturer of spark plugs for both OE and Aftermarket applications.”

