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## NEW FIGURES CONFIRM EXTENSION OF NGK UK MARKET LEADERSHIP IN GLOW PLUGS

NGK Spark Plugs (UK) Limited, the leading spark plugs manufacturer, has announced that it is continuing to extend its glow plug market leadership in the UK independent garage trade sector. New independent figures recently released now give NGK a market share of over 50% and growing.

The figures come from a recent report by GiPA UK Ltd, the market research company that focuses exclusively on the automotive Aftermarket. This detailed survey collected data on glow plug usage in workshops for all the leading glow plugs brands during 2005, looking at both franchised dealers and independent garages.



NGK's share of the independent garage sector came out at over 50% increasing its clear leadership in this sector from the 34% share given by GIPA two years ago.

"The GiPA report confirmed the results of our recent sales figures," says Brian Childs, NGK UK's Deputy Managing Director, Sales and Marketing. "We have been mounting a concerted campaign for nearly four years now to ensure that we achieved clear UK market leadership in glow plugs similar to that which we have enjoyed with spark plugs for some years now.

"Our sales of glow plugs have been growing dramatically as a result of this campaign. In fact, our UK sales figures for glow plugs for the 1st Quarter of 2006 are up 17% on the same Quarter in 2005!

(cont.)

# PRESS RELEASE



“It was therefore great news to have received independent verification of the results of our sales and marketing efforts. We were always confident that because of the quality, performance and comprehensive range of our glow plug offering we would achieve that Number One position that we have held in the spark plug market for many years.”

***Editor's Note:** Sales figures for spark plugs for the 1st Quarter of 2006 also show an increase of 15% over the same Quarter in 2005. Sales of Lambda sensors - where NGK is the clear UK brand leader - have also grown by an amazing 37% compared with this same period last year.*