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NEW BESPOKE 'MILESMORE' WHOLESALER PROMOTION FROM NGK

NGK Spark Plugs (UK) Limited, the leading spark plug manufacturer, has introduced a new creative bespoke promotion for selected wholesalers in 2006, 'Milesmore'.

"'Milesmore' has been created around what our wholesalers really want," explains Brian Childs, Deputy Managing Director, Sales & Marketing. "We have had many years experience of running wholesaler promotions in the UK and for 2006 we were determined to create a new concept which would be exciting, simple and yet offer the most fabulous of prizes.

"Participants can win anything from state-of-the-art hi-fi equipment, to high performance motor bikes, to the latest designer watches, to holidays on exclusive Caribbean hideaways. During promotional months wholesalers gain points for their purchases of NGK spark plugs, glow plugs or Lambda sensors.

"Launched in January 2006, NGK 'Milesmore' has proved to be an instant hit. By the end of April alone, qualifying NGK wholesalers had earned over a quarter of a million 'Milesmore' points and already many have reaped the amazing benefits on offer. Meanwhile other wholesalers are watching their points mount up before deciding what to spend them on.

"In fact spending 'Milesmore' points is as easy as earning them. Participants simply visit the 'Milesmore' store via the exclusive website. There they can check their account to see how many points they have earned - as well as spent - browse the incredible range of goods on offer and place their orders online.

"Alternatively, if it is a holiday they that have got their eye on, then a call to the 'Milesmore' travel store will be their next stop. There travel consultants can help them turn 'Milesmore' points into the trip of a lifetime or a weekend by the sea with the whole family.

"We are absolutely delighted with the results to date - as are our wholesalers. The NGK 'Milesmore' programme will run at least for the duration of 2006 and, if demand is anything to go by, it is more than likely that it will continue into next year as well."