

Press Release



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NGK CLAIMS UK MARKET LEADERSHIP IN GLOW PLUGS

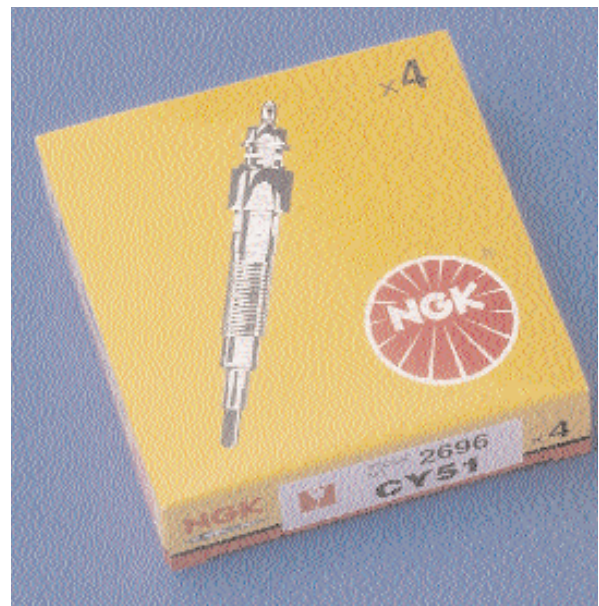
NGK Spark Plugs (UK) Limited, the leading spark plugs manufacturer, has announced that it is now claiming glow plug market leadership in the UK independent garage trade sector.

This follows 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, looking at both franchised dealers and independent garages.

NGK's share of the independent garage sector came out at over 34% making it the clear leader in this sector. NGK was also the overall market leader.

"The GiPA report came as something of a pleasant surprise to us," says Brian Childs, NGK UK's Deputy Managing Director, Sales and Marketing. "It was less than two years ago that we announced – at the Birmingham International Motor Show – that we were mounting a concerted campaign to ensure that we achieved UK market leadership in glow plugs in a relatively short time span.

"Our sales of glow plugs have grown dramatically since October 2002. 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."



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

