

Press Release



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NGK SPARK PLUGS AT AUTOMECHANIKA 2004

The Stand of NGK Spark Plug Europe GmbH – No B51, Hall 3.0 – at Automechanika, Frankfurt, from 14-19 September, will emphasise the increasing OE fitment of NGK spark plugs throughout Europe, as well as highlighting the constant changes in spark, glow plug and Lambda sensor technology which has made NGK the world leader in the market.

New spark plug Original Equipment successes with European car manufacturers are to be announced by NGK at Automechanika, together with significant developments with glow plugs and Lambda sensors.

The 160sq m Stand will be on two levels and will include an area which will be laid out to create the atmosphere of a typical garage environment. Taking pride of place in this area will be the 400 H.P. Porsche 996 GT 3 RS which is sponsored by NGK in the 10 race German Long Distance Championship, as well as the world-famous 24-Hour Race at the Nürburgring. The extremely attractive design of this car – which incorporates the NGK logo in a stylish way - has made it a favourite with the racing public and will be a major attraction to visitors to the Show.



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

