

Press Release



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NGK AT BIRMINGHAM INTERNATIONAL MOTOR SHOW

NGK's Stand – No 7125 in Hall 7 – will emphasise the increasing OE fitment of NGK spark plugs, particularly in Europe, as well as highlighting the constant changes in spark plug technology which have made it the clear brand leader in the UK spark plugs market. The 100sq m Stand will also have a full display of Lambda sensors and other components which have put NGK at the forefront of emission controls.

New Original Equipment successes with European car manufacturers are to be announced by NGK at Birmingham for spark plugs, as well as significant developments with glow plugs.

Pride of place on the Stand will go to a Ferrari Formula 1 car. NGK is the official supplier of spark plugs to the Ferrari Formula 1 Racing Team in the 2004 season and has sparked the winners of over 150 Formula 1 races over the past 30 years.

Throughout the Show, NGK will be running major competitions for both consumer and trade visitors.



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

