

Press Release



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NGK IN AT THE DEEP END WITH SPONSORSHIP OF WORLD'S LARGEST POWERBOAT RACING EVENT

NGK Spark Plugs (UK) Limited, the leading spark plug manufacturer, is one of the lead sponsors of this year's Honda Offshore Powerboat Racing Series, the largest event of its kind in the world since its creation in 1999.

In addition to its joint sponsorship of the season's six events around UK waters, NGK is also the sole sponsor of one of the highlights of each event, the NGK Pit Lap. One of the Powerboats in the most recent race at Largs in Scotland is pictured rounding the NGK buoy on this lap. The NGK buoys are used as markers for this extended lap which is intended to give the navigators of each boat some additional and stretching calculations.



Powerboat Racing is enjoying a powerful resurgence in Europe, Asia and North America. It is characterised by a blend of raw power, technology, charisma and spectacle underpinned by the beauty and unreliability of the ocean. Up to 20,000 spectators attend each event and there is dedicated national television coverage on both Channel 4 and Sky Sports as well as extensive regional television coverage.

All competing Powerboats in this Honda Series run exclusively on NGK's spark plugs.

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

