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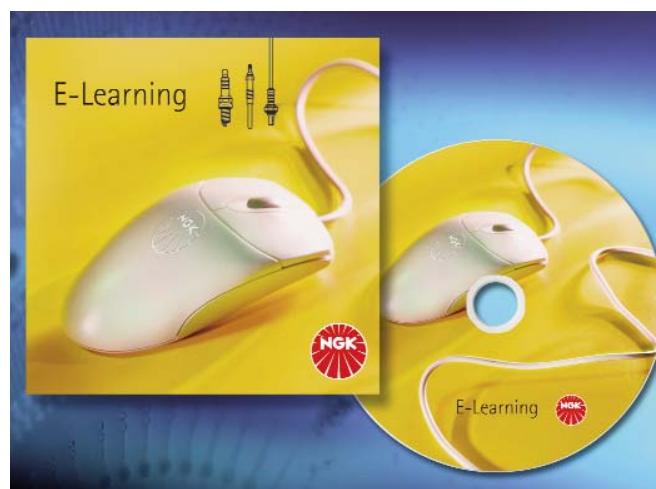
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NGK LAUNCHES INTERACTIVE E-LEARNING APPLICATION

NGK Spark Plugs (UK) Ltd, the leading spark plug manufacturer, has announced at the recent ATS in Birmingham the launch of a new e-Learning application which provides workshop and trade professionals with first-hand technical knowledge on spark plugs, glow plugs and lambda sensors.

The rapid changes in engine technology require workshop and trade staff to be up-to-date with the latest developments in order to offer the best possible support to their customers. For many years now, NGK Spark Plugs has offered training for workshop and distributor staff. Although these training sessions are very popular among professionals, not all customers have the time to attend. With e-Learning, NGK is now offering a training application which is at hand whenever they have the time to use it.



The information available covers spark plugs, glow plugs and Lambda sensors. The topics dealt with range from product history to correct fitting, as well as important characteristics and design features of different types within each product group.

NGK developed the e-Learning application to be fully interactive including sound track, high quality graphics, three dimensional animations and tests to ensure that complex, technical contents are provided in an easy-to-understand manner and make the e-Learning experience by NGK as entertaining as it is informative. Users can easily navigate their way through individual chapters to get comprehensive training or to find the specific information that they need.

PRESS RELEASE



The application is available on CD and will be launched on the NGK website in the near future. "Even people who are not experienced users of e-Learning programmes will soon be familiar with our application," explains Brian Childs, NGK UK's Deputy Managing Director. "The e-Learning module is targeted in particular at workshop technicians and distributor staff, as well as technical colleges. The great thing is: No registration is necessary to use it. Anyone interested in spark plugs, glow plugs, and Lambda sensors can improve his or her knowledge here."