

Press Release



NGK Spark Plugs (UK) Limited
Maylands Avenue
Hemel Hempstead
Herts HP2 4SD

Tel 01442 281000
Fax 01442 281001

www.ngkntk.co.uk

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CHANGE OF SPARK PLUGS CAN PREVENT COLD SNAP BREAKDOWNS

Do not be lulled into a false sense of security by this very mild Winter so far. The first very cold spell will - as it almost always does - catch out many drivers whose engines just will not start. The problem could be the battery but the most likely cause of the problem will be worn spark plugs well past their replacement date. The spark plug is the heart of every engine so changing your worn spark plugs before the onset of really cold weather can prevent many unnecessary vehicle breakdowns.

This is all part of what can be seen as an ever increasing complacency among today's motorists that the hundreds of component parts essential to make the modern car run are designed to last forever. With this fixed belief that nothing can ever go wrong, many believe that maintenance can be safely ignored until something actually does go wrong - or there is a sudden very cold spell as there must be soon!

To make matters worse, today's motorist has, in far too many instances, a complete lack of understanding as to how a car works. Many simply fill them with fuel, start them, steer them, stop them and have them repaired only when they break down. As a result, the automotive trade has sadly become used to accepting 'distress servicing' or 'distress purchase' as a fact of life.

Totally consistent performance is what every engine designer needs and top spark plug manufacturers such as NGK set out to provide it, making every one of their millions of plugs with the same extreme accuracy and high-grade materials. What's more, the plug must be carefully matched to the design of the engine: the days when "any old plug will do" have long gone.

(cont.)

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



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Today's top-grade spark plugs last a lot longer than plugs used to. But they don't last forever: as the electrodes wear and the deposits build up, they have to work harder to provide that vital spark. And when a very cold spell – as it will – suddenly arrives they simply will not provide the essential spark to start the engine. So don't wait until your engine is showing obvious signs of distress before changing your spark plugs - particularly when you know that deep Winter is fast approaching. It is the equivalent of waiting until your tyres look flat before checking the pressures. By then, it has already cost you - or stranded you!"

As Brian Childs, Deputy Managing Director, Sales & Marketing, NGK Spark Plugs (UK) Limited, explains: "With no spark there is no combustion. It is what gives life to the engine and continues to offer life. If you reckon an engine runs at an average 3,000rpm and each spark plug fires every second revolution, that works out at around 22 million sparks per plug in an average 10,000 mile service interval - getting on for a hundred million sparks per set of

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