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NGK TO SPARK FERRARI IN 2007 FORMULA 1 SEASON

NGK Spark Plugs, the leading spark plug manufacturer, has announced that it is the official supplier of spark plugs to the Ferrari Formula 1 Racing Team in the 2007 season. As well as Ferrari, three of the other eleven competing teams will be sparked by NGK.

NGK has enjoyed a highly successful Formula 1 partnership with the Ferrari Racing Car Team over recent years as regular winners of both the Constructors and Drivers Championships.

“At NGK we have always taken pride in the development of racing spark plugs specifically for Formula 1 racing, which is extremely demanding on the spark plug,” says Brian Childs, Deputy Managing Director, Sales & Marketing. “Since NGK’s first Grand Prix win in Mexico with Honda in 1965, NGK racing plugs have sparked the winners of over 170 Formula 1 races over the following 42 seasons.”



“We are proud to have this close cooperation with Ferrari,” continues Brian Childs, “and we have now been working closely together for eight years. As well as the technical success which we enjoy from each season’s F1 campaign there are strong marketing reasons why this collaboration with Ferrari benefits NGK. NGK’s image and trade awareness benefits from our Ferrari connection and gives greater stimulus to our campaigns and promotions. Ferrari is the clear leader in Formula 1 and NGK is the No1 supplier of spark plugs to vehicle manufacturers worldwide, as well as being the biggest global manufacturer of spark plugs for both OE and Aftermarket applications.”

Editor’s Note: Ferrari finished in 1st place in the first Formula 1 Grand Prix of the season held in Melbourne on 18 March.