

# Press Release



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## NGK SPARKS VXRACING TEAM

NGK Spark Plugs, the leading spark plug manufacturer, is sparking the VXRacing Team in this year's British Touring Car Championships.

This is the result of a sponsorship agreement with Triple Eight Race Engineering who are contracted by Vauxhall to design, build and race their cars (pictured) in the BTCC.



The VXRacing Team had a highly successful 2003 season clinching the Driver, Team and Manufacturers titles for the third year running. They achieved 11 race wins from 20 starts and had 35 podium finishes from a potential 60.

NGK will be sparking VXRacing for the first time this year. As well as branding on the cars themselves, half of the race meetings receive live coverage on ITV1, with highlights of the others being shown on the same channel. There is also coverage on satellite as well as in the national newspapers and specialist motoring press. This exposure to such a wide audience provides excellent branding for NGK, helping to reinforce the NGK message to the motoring public.

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

