

Press Release



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NGK ANNOUNCES 30TH ANNIVERSARY SUPPORT TO BEN CENTENARY

NGK Spark Plugs (UK) Limited, the leading spark plug manufacturer, has announced a major fundraising initiative linked to its April trade promotion to mark the Centenary of BEN, the automotive trade benevolent association.

2005 marks the 30th Anniversary of the formation of NGK Spark Plugs (UK) Limited, so – to mark the combination of two such significant milestones – NGK will be donating 1p to BEN for every spark and glow plug ordered by its customers participating in its April trade promotion.

“BEN performs such a marvellous job looking after so many people who work in our industry and their dependents that the UK management of NGK made the decision to make a substantial donation to BEN to mark our 30th Anniversary year,” says Brian Childs, Deputy Managing Director, Sales & Marketing. “The more our customers order, the more NGK will give. It is as simple as that.

“We will be inviting customers participating in our April promotion to also consider donating 1p for every plug that they purchase from us to the final donation to NGK’s BEN Appeal. Whatever the final sum raised, we are confident that it will be sufficiently substantial to be of real value to BEN during its Centenary year.

“And it will not end there! This is just one of the initiatives which NGK will be undertaking in its 30th Anniversary year in support of BEN’s Aftermarket Challenge.”

