

# Press Release



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23 March 2004

## NGK TO SPARK FERRARI IN 2004 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 2004 season. As well as Ferrari, three of the other eleven competing teams will be sparked by NGK.

NGK enjoyed a highly successful Formula 1 season with the Ferrari Racing Car Team in 2003 which won 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 150 Formula 1 races over the following 29 seasons."



"We are proud to have this close cooperation with Ferrari," continues Brian Childs, "and we have now been working closely together for five 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 consumer 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: NGK is the world's largest manufacturer of Lambda sensors under the NTK brand name. In addition to spark plugs, NTK is also the official supplier of UEGO sensors to Ferrari for their engine management system. They are used to ensure the precise control of the air fuel ratio.*

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

