

Press Release



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NGK WINS MOTOR PARTS DIRECT SUPPLIER OF THE YEAR AWARD FOR 2003

NGK Spark Plugs, the leading spark plug manufacturer, has won the Supplier of the Year Award for 2003 from Motor Parts Direct, the fast growing general motor factor with branches across Essex, Hertfordshire, Cambridgeshire and East Anglia.

Brian Childs (centre left), NGK UK's Deputy Manager Director, Sales & Marketing, is pictured receiving this prestigious Award from Darren Wykes, Operations Manager of Motor Parts Direct. Also pictured is Mukesh Shah (right), Proprietor of Motor Parts Direct, and Ray Nicholson (left), NGK's salesman responsible for the servicing of the Motor Parts Direct Account.



Motor Parts Direct, which has its headquarters at Braintree in Essex, currently has nine branches, with two more due to open shortly. The Company was founded four years ago by Mukesh Shah and his brother, Kiran. It currently employs 170 staff - including 70 direct sales staff - and has 90 vehicles on the road, servicing over 2,000 major accounts. Its 2003 turnover was over £10 million and it plans to quintuple sales to over £50 million in the next five years.

"Our targets are very ambitious," says Mukesh Shah, "and we therefore need to develop extremely close relationships with our suppliers. Our Supplier of the Year Award is based upon product quality, range, availability, delivery, technical support as well as that vitally important ingredient - business development support. NGK was selected for the 2003 Award because of its ability to fulfil all of our requirements in each of these important areas."

"We are delighted to have won this prestigious Motor Parts Direct Supplier of the Year Award for 2003," says Brian Childs. "It is a testimony to our excellent product quality and our ability to achieve the many and varied requirements of our customers. The Award will have a very motivating effect upon our entire team to continue the constant improvement in the excellence of the service that we offer to all of our customers."

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

