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24 April 2007

## NGK LAUNCHES NEW 2007 'BOXCLEVER' COLLECTION

NGK Spark Plugs, the leading spark plug, glow plug and Lambda sensor manufacturer, selected the Automotive Trade Show (ATS) at the NEC Birmingham to launch its new 2007 BoxClever Collection.

NGK's BoxClever garage trade promotion has proved amazingly successful since it was launched almost two years ago. There are now over 5,500 participants and the total number of box tops sent in is expected to exceed one million by the end of the year.

Simply by collecting box-tops from NGK spark plugs, glow plugs and Lambda sensors, 'Boxclever' collectors have been able to claim exciting free gifts from the BoxClever Collection, an impressive selection which ranges from NGK T-shirts to colour TVs and DVD recorders.

The ATS saw the launch of the new 2007 BoxClever brochure which reveals a gift collection that has increased by 50%. Last year some items like TVs proved so popular that they have been kept in for a second year running. In fact there is now a choice of three, including Flat Screen models. Added to this are favourites such as NGK's 'Original Equipment' clothing range - which has also been further expanded - not forgetting Barbeques, Digital Cameras, Camcorders, Home Cinema Systems and the new Sony PlayStation 3.

Another exciting development for NGK's BoxClever promotion in 2007 will be the introduction of the BoxClever van. Revealed for the first time at the ATS, the van will shortly be taking to the road and visiting garages up and down the country.

On board will be samples of many of the BoxClever Collection gifts. In addition garages will also be invited to participate in a bonus BoxClever promotion where they will have the opportunity of winning a range of prizes and BoxClever cheques which could be worth up to 5,000 box tops.



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In addition to garage visits, the BoxClever van will also be appearing at trade shows and other event during 2007. Wholesalers too will be given the opportunity to use the van to promote BoxClever to their own customers.

“We have been delighted by the way BoxClever has been accepted by the UK garage trade,” says Brian Childs, Deputy Managing Director of NGK Spark Plugs (UK) Limited. “It is so simple, so easy and so rewarding to the collector. This year we have introduced new items specifically selected for use in the garage rest area – microwaves, table-top fridges, kettles, coffee makers and NGK mugs. We are sure that these will be very popular. With the growing popularity of BoxClever, it seems only logical to put it on the road so that even more garages can be made aware this exciting promotion.”