



NGK Spark Plugs (UK) Limited
Maylands Avenue
Hemel Hempstead
Herts HP2 4SD

Tel 01442 281000
Fax 01442 281001

www.ngkntk.co.uk



25 April 2006

NGK LAUNCHES NEW 2006 '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 2006 'Boxclever' Collection.

NGK's 'Boxclever' garage trade promotion has proved amazingly successful since it was launched almost one year ago. There are now over 4,000 participants and over half a million box tops have so far been sent in for claims.

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 2006 'Boxclever' Collection, an eight page brochure unveiling an almost entirely different selection of exciting free gifts from the previous one. These range from a wide selection of branded clothing - NGK's new 'Original Equipment' clothing range - to Mini Fridges, Digital Cameras, Camcorders, Home Cinema Systems and the new Sony PlayStation 3.

"We have been delighted by the way 'Boxclever' has been accepted by the UK garage trade," says Brian Childs, Deputy Managing Director, Sales & Marketing of NGK Spark Plugs (UK) Limited. "It is so simple, so easy and so rewarding to the collector. Clothing has proved so popular that for 2006 we have introduced our own quality branded 'Original Equipment' clothing range. Last year we offered a Sony PSP as one of our top gifts and we were really surprised how many of these were redeemed just before Christmas. This year we hope that PlayStation 3 will prove as attractive to parents in the trade wanting to redeem this top gift for their child's stocking."