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## NEW COMPREHENSIVE AND INFORMATIVE BOOKLET FROM NGK ANSWERING 20 QUESTIONS ON GLOW PLUGS

NGK Spark Plugs (UK) Limited, leaders in spark plug, glow plug and Lambda sensor manufacture, has announced the publication of a new comprehensive and informative booklet, 'Glow Plugs: 20 Questions & Answers' (pictured).

Designed in A4 format this 16-page booklet – created as the result of strong technician demand - provides a simple illustrated guide for retention by the UK garage trade. It covers all questions likely to be asked on the subject of glow plugs and provides clear answers and strong supporting visual material.

“The diesel market is increasing dramatically in the UK and we have seen a massive rise in sales of NGK glow plugs which have taken us from a market share of around 14% four years ago to over 50% today - and still growing,” says Brian Childs, NGK UK’s Deputy Managing Director. “In response to this growth in overall diesel sales our technical hotline has been experiencing an ever increasing volume of questions from technicians related to glow plugs in general. Thus the reason for introducing this new booklet now.



## NGK Glow Plugs: 20 Questions & Answers





“The Questions cover just about anything that a technician is likely to ask about glow plugs. They range from simple questions about why a glow plug is fitted, why they need to pre-heat and post-glow, through to a detailed explanation of how to select precisely the correct glow plug for the vehicle on which you are working.

“An ever increasing trend is the move to ceramic glow plugs installed as Original Equipment. The reasons for this are explained together with the real benefits that ceramic glow plugs offer. Questions on new glow plug technologies such as SRM, QGS and AQGS are clearly answered. Technical glow plug advances on the horizon are detailed with extremely informative answers, as is the impact of modern glow plug technology on the preservation of the environment.

“We believe that our new 20 Questions & Answers booklet on glow plugs will become essential reading for today’s technicians dealing with diesel cars. The simple but detailed accompanying diagrams make everything very easy to understand. And we are pleased to announce that the new booklet is available free from all NGK glow plug distributors around the country.”