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## NEW 'STORE GUIDE' FOR NGK'S SUCCESSFUL 'MILESMORE' WHOLESALE PROMOTION

NGK Spark Plugs (UK) Limited, the leading spark plug manufacturer, has announced the introduction of a new 'milesmore store guide' to provide information for wholesalers participating in 'milesmore' - its very successful and creative bespoke promotion.

'milesmore' is an exciting concept which allows participating wholesalers to collect points which can then be redeemed for fantastic prizes. During promotional months wholesalers can gain points for their purchases of NGK spark plugs, glow plugs or Lambda sensors.

Participants then simply visit the 'milesmore' store via the exclusive website having first checked what might be available through the catalogue. There they can check their account to see how many points they have earned – as well as spent – browse the incredible range of goods on offer and place their orders online.



The new 'milesmore store guide' – or catalogue – cleverly provides visual information on what is available on each of 'eight floors' of the 'store' including the Ground Floor. Individual floors are devoted to the following gift areas: Games Room, Sound & Vision, Business Class, Homes & Gardens, Travel Store, Photo Shop, Clothing Store and Personal Shopper.

On each floor participants can select anything from a Sony PS3, state-of-the-art hi-fi and photographic equipment to delivery vans, quality clothing and holidays on exclusive Caribbean hideaways. The gifts shown in the 'milesmore store guide' are in fact just a taster because, if participants have something else in mind, they simply call the 'milesmore' team on a dedicated number and they will do everything that they can to get it for them.

To date the most interesting alternative gift purchased through 'milesmore' is a four-poster bed!

# PRESS RELEASE



One gift that was included in the first 'milesmore store' was a Peugeot Partner van. In fact one participating wholesaler has found this gift idea so attractive that it is about to use its points to 'purchase' its fourth Partner van. This item is again included in the new 'milesmore store guide' under 'Business Class'.