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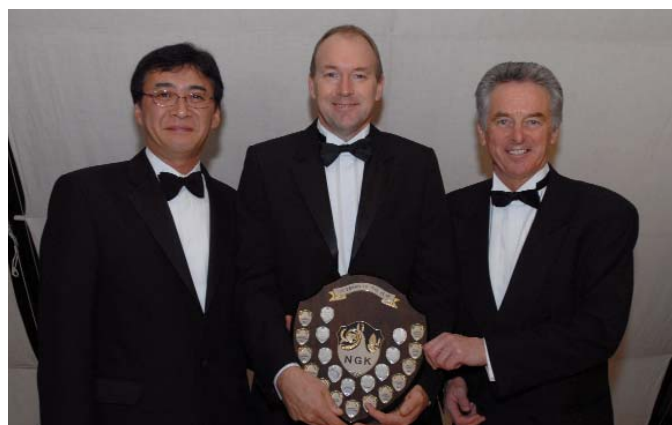
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## STUART BAYNE WINS NGK SALESMAN OF THE YEAR AWARD FOR FOURTH TIME

Stuart Bayne (centre), who is responsible for East Anglia and Lincolnshire, receives his award as NGK Spark Plugs (UK) Limited Salesman of the Year 2006 – a fourth time winner - from Mr Kazunori Umemura, Managing Director of NGK'S UK operation (left), and Brian Childs, Deputy Managing Director, Sales & Marketing (right).



“This is an incredible achievement for Stuart in becoming Salesman of the Year for the fourth occasion,” says Brian Childs, Deputy Managing Director, Sales & Marketing. “He is only the second person to achieve this since NGK UK was founded in 1975.

“The NGK award is based on performance against target on all products, measured on a monthly basis, with points being allocated for achieving target. It is clearly visible and all sales staff are kept informed on a monthly basis of the fluctuating league tables.

“Stuart, who has been with NGK for over 14 years, was a previous Salesman of the Year in 1995, 1998 and 2005. We all knew from the start of the year that Stuart was very focussed on winning the Award for a fourth time and for the second consecutive year: Each of our salesmen is in fact given 44 individual targets each year. This represents 11 months with 4 specific targets to be achieved each month. Stuart's planning and preparation enabled him to achieve 36 of these targets – a really impressive performance. However, I think that what has mattered most over his years with NGK is the exceptional relationship which Stuart has with all of his customers.”

In a closely contested competition, Andy Bell – responsible for the West Country – came second, with Bernard da Silva, who is responsible for North Wales, Merseyside and Lancashire, in third place.