



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

Tel 01442 281000
Fax 01442 281001

www.ngkntk.co.uk

17 June 2003

NGK CLAIMS SUCCESS WITH NEW Iridium IX SPARK PLUG RANGE FOR THE 2-WHEEL MARKET

NGK Spark Plugs, the leading spark plug manufacturer whose plugs are fitted as Original Equipment by nearly every major motorcycle manufacturer in the world, has announced a very successful launch for its new Iridium IX range of high performance spark plugs for the 2-wheel market (pictured) since its introduction in March last year.

NGK targeted the iridium IX range specifically at 2-wheel owners looking for better engine performance, better acceleration and better fuel consumption. The range comprises 24 plugs covering all of the most popular motorcycle and scooter applications.

“Although we had an ambitious marketing plan for the IX range, we have been genuinely surprised at how well it has been taken up by both the trade and by riders themselves,” says Brian Childs, Director of NGK’s Automotive Division. “In fact Iridium IX sales are currently running around 30% ahead of our original target for this stage of the launch – and, in the first five months of this year, we have already sold more IX plugs than in the 10 months that they were on sale last year.”

The IX incorporates the very latest iridium spark plug technology developed and proven in the World 500cc Championships and are already fitted as Original Equipment on top of the range road bikes such as the Honda CBR 600 and 900.

Iridium is a precious metal used in high-tech applications. It is harder than most other metals, resistant to most chemicals and has a melting point of 2450°C. The fine wire iridium tip of the IX plug - laser welded to the centre electrode - has a diameter of only 0.6mm which focuses the electrical energy around the centre electrode. This, combined with a taper cut on the centre electrode, results in more efficient ignition and better acceleration.

cont.



Press Release



With the high ignitability of the Iridium IX plug engines start up more quickly and run more smoothly even on cold and damp mornings. This results in reduced hydrocarbon compared to a standard spark plug.

Better fuel consumption is also achieved with the IX range. This is because their excellent ignitability gives very high combustion efficiency resulting in more miles per gallon. In one controlled test a 0.7mpg improvement of IX plugs over standard plugs was achieved.

“We are delighted that the serious motorcycle rider has seen immediately the performance benefits to be gained from installing our new Iridium IX plugs,” continues Brian Childs. “In addition the new range is already offering an exciting new business opportunity for our NGK distributors and dealers throughout the UK.”

ENDS

