

PRESS INFORMATION

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NGK SPARK PLUG EUROPE EXPANDS IGNITION COIL ASSORTMENT

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NGK Spark Plug Europe has significantly expanded its ignition coil assortment for the Aftermarket. The ignition and sensor specialist has added 29 ignition coil types to the range, bringing its total number of coils to 399 and its market coverage to more than 92 percent.

In 2012, NGK Spark Plug Europe launched its own line-up of ignition coils to offer workshops a full range of ignition products – spark plugs, ignition leads and ignition coils – from a single source. Right from the start, the range enjoyed great popularity among customers and workshops and made NGK one of the prime addresses for ignition coils. Three years later, in 2015, NGK Spark Plug further strengthened its technological footprint in the area of ignition coils with the acquisition of U.S.-based Wells Manufacturing, one of the leading experts in the development and production of ignition coils.

At Automechanika 2016, NGK Spark Plug announced the expansion of the range by 29 types, most of which match recently launched cars. 24 of the new ignition coils are pencil coils, three are ignition systems. Additionally, the company is adding one ignition block coil and one distributor coil. Thanks to the expansion, the number of vehicles covered increased by more than 4.2 million, bringing the range to 92 percent market coverage.

All newly introduced ignition coils comply with OE specifications and 22 new types are even used by car manufacturers as Original Equipment. Among the highlights of the new additions are two coils for Ford EcoBoost engines as well as an ignition coil for Mini, which is also used in BMW's hybrid sports car i8.

“With this expansion we offer the workshop a perfect ignition coil for almost every car in the market,” explains David Loy, Marketing Director Aftermarket Europe. “Our assortment remains the line-up with the highest market coverage available.”

All new ignition coil types and the respective applications can be looked up in the updated ignition coil catalogue introduced at Automechanika. They are also listed in NGK's product finder on the Internet at www.ngk-europe.com.

About NGK Spark Plug: NGK Spark Plug is one of the leading automotive suppliers. Specialised in the fields of ignition and sensor technology, the Company supplies customers in Original Equipment and Aftermarket across the globe. Its product portfolio comprises spark plugs, glow plugs, ignition coils and ignition leads under the brand NGK Ignition Parts as well as mass air flow and manifold absolute pressure sensors, lambda sensors, exhaust gas temperature sensors and NOx sensors under the brand NTK Vehicle Electronics. The Company runs production plants and sales organisations all over the world. With a total of 13,000 employees, it generates an annual turnover of around 2.7 billion euros. NGK is represented on all continents and has 43 group companies, 24 production plants and 5 technical centres.

Article and pictures (300 dpi, 10 x 15 cm) are available for download at www.ngk-europe.com - press.

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