

NGK Spark Plug celebrates 80th anniversary with new products at Automechanika

Ratingen, 29.07.2016 – At Automechanika, NGK Spark Plug Europe is celebrating the 80th anniversary of NGK Spark Plug and strengthening its position as leading ignition and sensor specialist by showcasing new products and a new brand appearance. The company will also participate in the “Mechanic Games” initiated by the Messe Frankfurt and the Association of the Independent Parts Market (Verein Freier Ersatzteilemarkt e.V. – VREI).

As in previous years, NGK Spark Plug Europe’s booth at the most important Aftermarket fair of the year (Frankfurt, September 13-17) will be located in Hall 3, stand B51. As the company announced, it will present multiple range extensions, as well as a completely new product line for the Aftermarket. Additionally, NGK Spark Plug Europe will provide information about the recent expansion of its Technical Service offered to Aftermarket customers. Furthermore, the booth will also feature the first public appearance of the new brand design for the NGK and NTK brands.

At Automechanika, the ignition and sensor specialist will also support the “Mechanic Games”, a competition aimed at visitors from the workshop sector, which will be held on September 16 and 17. In the outdoor exhibition area Agora, the central area between Halls 3 and 4, participants can compete in a variety of disciplines. The most successful male competitor, the most successful female competitor and the most successful team can each win a prize of 250 euros. The Mechanic Games are an initiative from Messe Frankfurt and the Association of the Independent Parts Market (Verein Freier Ersatzteilemarkt e.V. – VREI) and its members. As one of the founding members of VREI, NGK Spark Plug Europe will be supervising and organising one of the ten events.

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 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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