

NGK Spark Plug Europe links ignition coil packages to expert knowledge online

Ratingen, 01.06.2016 – NGK Spark Plug Europe is making ignition coil service easier for workshops. The ignition specialist has launched a range of websites, which host all service-related information in a clear and easily comprehensible structure.

Accessing the information is child's play. All that workshop personnel need is a QR code reader on their smartphone or tablet. Scanning the QR code on the label of an ignition coil package takes them straight to a new landing page which deals with precisely the ignition coil category inside the box. The user interface of the web pages automatically adapts to the device so that all available content is displayed in the best possible way.

NGK Spark Plug's assortment comprises six such categories: distributor ignition coils (NGK category U1), block ignition coils (U2), block ignition coils with two high voltage systems (U3), pencil coils with dual spark technology (U4), pencil coils with single spark technology (U5) and ignition systems (U6). Each of these has its own page with an installation video and a wide range of useful information, e.g. a detailed description of the category, the coil design and the connections of the type of coil. Additionally, workshops can find advice on how to test this particular type of coil.

“Our value proposition is to set the benchmark in technical service. Our new range of websites underscores this commitment. It allows workshop personnel to look up specific information about an actual ignition coil in no time at all,” says David Loy, Marketing Director Aftermarket Europe.

About NGK: NGK is the world's leading manufacturer of spark plugs, glow plugs and lambda sensors. The Company runs production plants and sales organisations all over the world. With a total of 13,000 employees, the Company 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.de - press.

June 2016
Print free of charge
Specimen copy required

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