

NGK Spark Plug Europe celebrates 10 years of the D-Power glow plug range

Ratingen, 28.8.2015 – Ten years ago, NGK Spark Plug Europe launched a “glow plug initiative” with the aim of significantly increasing NGK’s market share through innovative technology and a new fast-mover assortment, D-Power. In the meantime, NGK has become the world’s leading glow plug manufacturer and D-Power has become a trusted brand for Aftermarket glow plugs.

In the decade following the kick-off of NGK’s glow plug initiative, the company’s glow plug business took a huge leap forward. With innovations like the New High Temperature Ceramic (NHTC) and Advance Quick Glow System (AQGS) glow plugs, the company managed to add important European diesel car manufacturers to its list of OE customers, including the Volkswagen Group and Fiat. NGK also supplies almost all OE glow plugs to be found in passenger cars from Mercedes-Benz.

The Aftermarket business was equally as successful. NGK’s D-Power range, which combines the most popular glow plugs from NGK’s complete glow plug line-up in just one comprehensive assortment, first hit the shelves in autumn 2005 and comprised 38 glow plugs for 1,400 vehicle applications. Today, D-Power covers around 90 percent of diesel passenger cars in Europe with just 85 glow plug types and has become as much of a bestseller as NGK’s spark plug assortment V-Line. This comes as no surprise, as both ranges offer similar benefits: high market coverage, an easily comprehensible short numbering system and best-in-class technology from NGK’s Original Equipment business. Additionally, both move with the times to match current demand. This is reflected by the fact that D-Power includes many glow plugs from OE, including NHTC and AQGS plugs.

“In addition to our relevant innovations in Original Equipment, D-Power has proven the second cornerstone of our success in the glow plug business,” says David Loy, Marketing Director Aftermarket Europe at NGK Spark Plug Europe. “We will continue to offer leading technology to the Aftermarket and strive to maintain D-Power’s position as one of the most successful glow plug brands in the market.”

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.

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