

# PRESS INFORMATION



## **NGK SPARK PLUG EUROPE LAUNCHES FIVE NEW IGNITION COILS AND BOOSTS NUMBER OF APPLICATIONS FOR CARS FROM PSA AND GM**

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**NGK Spark Plug Europe has added five ignition coils for recent models from Peugeot-Citroën, General Motors, Range Rover and Ford to its Aftermarket range. Among others, the new coils are perfect replacements for original parts installed on the Peugeot 5008, Citroën C4 Cactus and the Opel models Adam and Astra as well as the Range Rover Evoque and the Ford Focus RS. With the launch, NGK Spark Plug Europe significantly expands coverage in particular of PSA and GM applications.**

The new range addition reflects the most up to date market demands. In putting the five new types together, the ignition and sensor specialist focused on the recent volume models of leading car brands. All five ignition coils just made available to the distributors and workshops are pencil coils. Four of them fit cars not older than four years.

With U5331, the world's leading spark plug manufacturer even raises the already strong coverage of the NGK ignition coil assortment for cars from General Motors to 95%. The coil offers the utmost of performance on GM's B10 and B14 downsizing engines, which can be found e.g. on the Opel Adam 1.0 and the Opel Astra 1.4.

The launch of U5332 and U5334 marks a significant increase of the assortment's coverage of PSA cars, which climbs to 92%. Both are designed to meet the high demands of the current EB2 and EB0 downsizing engines from PSA which are used on the Peugeot 5008 and Citroën C4 Cactus.

U5333 is the third coil under the NGK brand tailored towards the needs of Ford EcoBoost engines. It supplements the range by cars like the Ford Focus RS 2.3 and the Range Rover Evoque 2.0.

Finally, with U5182, NGK is making an ignition coil for Ford cars available, which primarily focus the US market but also are popular in Europe – e.g. the pickup-trucks of the F-Series, the Explorer and the Mustang.

“With the launch of these five ignition coils, we continue on our path of offering highest value for our customers and strengthen our market position as the Aftermarket’s one-stop supplier of ignition products in the quality of a leading partner of the OEMs,” comments David Loy, Marketing Director Aftermarket Europe at NGK Spark Plug Europe. “Our ignition coil assortment remains the quality range with the highest market coverage in Europe.”

The five new ignition coils and all their vehicle applications will be included in the TecDoc online catalogue on October 17 and will also appear on the next TecDoc DVD to be issued on January 1, 2018.

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 more than 14,000 employees, it generates an annual turnover of around 2.9 billion euros. NGK is represented on all continents and has 42 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](http://www.ngk-europe.com) - press.

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