

New informational videos from NGK Spark Plug Europe go online

Ratingen, 27.07.2015 – A video is worth a thousand words. True to this motto, ignition and sensor specialist NGK Spark Plug Europe produces technical videos for its own channel on YouTube. Most recently, two new three-dimensional clips have been added about exhaust gas temperature sensors and tightening torques for spark plugs

Anyone who wants to find out about ignition products and sensors from the NGK and NTK brands can simply make use of the NGK website or the comprehensive E-Learning opportunities offered by the world's leading manufacturer of spark plugs, glow plugs and Lambda sensors. Additionally, NGK's Technical Service provides technical advice and three-dimensional videos on the corporate YouTube channel at www.youtube.com/ngksparkplugeurope.

The animated three-dimensional clips from Technical Service deal with diagnosis, installation and general product characteristics. They are intended for workshops and dealers but are of equal interest to consumers. One of the newly added clips deals with mounting positions of exhaust gas temperatures (EGTS), while the second provides information about tightening torques of spark plugs. More three-dimensional clips and films will follow shortly. All videos will be available in a number of languages.

“Our Technical Service Aftermarket team provides customers with the answers to their technical questions – and offers information for the best possible support. We will quickly increase the number of videos available and announce new content as soon as it goes online,” comments David Loy, Marketing Director Aftermarket Europe at NGK Spark Plug 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.

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