

# PRESS INFORMATION



## **NGK SPARK PLUG EUROPE BOOSTS COVERAGE OF V-LINE ASSORTMENT BY ADDING NINE TYPES TO THE RANGE**

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**NGK Spark Plug Europe expands its popular Aftermarket spark plug range V-Line by nine references. The newly added V-Line plugs with the short numbers 46 to 54 are a perfect match for best selling cars e.g. from PSA Citroën, Toyota, Nissan, Renault, Opel, Fiat, BMW and the brands of the Volkswagen group. Thanks to the addition, V-Line's market coverage in Europe grows by more than 8 percent.**

All new V-Line types stem from NGK Spark Plug Europe's OE-business. They include standard types with nickel centre electrodes as well as precious metal spark plugs with centre electrodes with platinum reinforcement. In doing so, they offer an ideal replacement for more than 16 million additional cars in Europe and add 8 percent to V-Line's total market coverage.

With this latest range extension, the world's leading spark plug manufacturer makes the V-Line assortment even more attractive for distributors and workshops all across Europe.

Thanks to the short numbering system, V-Line makes identification of the required spark plug, stock keeping and ordering a child's play. Also, the assortment combines high market coverage with the quality of a leading technology partner to the car manufacturers.

"V-Line is the most successful spark plug assortment in the European Aftermarket," comments David Loy, Marketing Director Aftermarket Europe. "Sixteen years after the launch of the V-Line assortment, this market driven concept has not lost any of its attractiveness. With the latest additions, we make sure that distributors and workshops find the most relevant fast movers of today within its scope."

All new V-Line spark plugs with details and their individual vehicle applications have already been included in the TecDoc online catalogue. They are also listed on the latest TecDoc DVD.

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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