



PRESSINFORMATION

NGK Spark Plug Europe: V-Line assortment adds six additional fast movers

Ratingen 22.04.2015 – Since NGK Spark Plug Europe launched the V-Line assortment early in the 1990s, the company sold about 300 million spark plugs from range, making V-Line the presumably most successful Aftermarket assortment. Now, the ignition and sensor specialist has added six current and successful types from Original Equipment.

The new V-Line types bear the short numbers 40 to 45 and come directly from NGK's OE business. They feature standard electrodes manufactured from nickel alloy and are OE in 222 current vehicle models, among others from Alfa Romeo, Fiat, Ford, Honda, Hyundai, Kia, Lancia, Mazda, Opel, Seat, Skoda, Suzuki and Volkswagen.

Among the six new V-Line spark plugs there is a perfect match for 34 million vehicles in Europe. The number of all vehicles covered by the entire assortment with 45 V-Line spark plugs thus increases from 89,85 to 123,85 millions. 80% of all V-Line spark plugs – V-Line 40 to 45 already included – stem from the OE.

“With its proven short numbering system and its high availability, NGK's V-Line range allows for simple assortment care and more efficient re-ordering,” comments David Loy, Marketing Director, Aftermarket Europe. “The fast mover assortment combines high market coverage with the quality of a leading technology partner of the car manufacturers. With the six new types, we are opening the next chapter of the V-Line success story.”

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 12,000 employees, the Company generates an annual turnover of around 2.7 billion euros. NGK is represented on all continents and has 32 group companies, 12 production plants and four technical centres.

Article and pictures (300 dpi, 10 x 15 cm) are available for download at www.ngk.de - press.

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