

# **PRESS INFORMATION**

## **// AUTOMECHANIKA 2016**



### **NGK SPARK PLUG EUROPE INTRODUCES EXCLUSIVE LAMBDA SENSORS TO THE AFTERMARKET**

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**At Automechanika 2016, ignition and sensor specialist NGK Spark Plug Europe introduced 22 new NTK lambda sensors for Aftermarket distributors and workshops. Ten of these are now available to the IAM for the first time.**

NGK Spark Plug Europe has added 12 binary lambda sensors and ten wideband lambda sensors to the NTK sensor range. Thanks to this latest addition, the entire assortment remains the lambda sensor range with the best market coverage and now even includes the most recent technologies and applications.

The 22 new sensors cover 277 vehicle applications and include a perfect match for about 1.47 million cars currently registered in Europe. They increase the range's total number of vehicle applications to 16,000, and its market coverage to 41.8 million cars in Europe. 19 of the new sensors come directly from NTK Vehicle Electronics' Original Equipment business with the car manufacturers. The remaining 3 sensors have been specially developed for the Aftermarket in the proven quality of the world's leading lambda sensor supplier.

With the ten newly launched wideband lambda sensors, NGK Spark Plug is providing the independent Aftermarket with exclusive NTK technology which was previously only available through OES dealers. For many cars from Volkswagen, Audi and Seat, including a high share of vehicles compliant with EURO 6, independent workshops now have the option to source OE-identical parts directly from their NTK distributor, enabling service on a par with contracted workshops.

All new lambda sensors, their vehicle applications and the respective cross references have already been included in the new lambda sensor catalogue of NTK Vehicle Electronics as well as in all relevant electronic catalogues such as TecDoc and NGK Spark Plug Europe's own product finder at [www.ngk-europe.com](http://www.ngk-europe.com).

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 a total of 13,000 employees, it 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-europe.com](http://www.ngk-europe.com) - press.

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