

# **PRESS INFORMATION**

**// AUTOMECHANIKA 2016**



## **NGK SPARK PLUG EUROPE BUNDLES TECHNICAL INFORMATION FOR WORKSHOPS ON “TEKNIWIKI” PLATFORM**

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**NGK Spark Plug Europe has launched an open Internet platform to make a wide range of technical content available to workshop personnel, teachers, educational institutions and anyone with a general interest in ignition and sensor technology. The “TekniWiki” can now be used to access NGK Spark Plug’s popular e-learning application, browse technical videos or download technical information.**

Until now, customers or fans of NGK Spark Plug Europe had to look up a number of channels to gather all information about the products from the NGK and NTK brands. Now, the ignition and sensor specialist has launched a new portal online which bundles information from all these sources under one umbrella.

The TekniWiki offers four easy to navigate areas: “Technical Know-how” hosts NGK Spark Plug’s e-learning application including interactive courses about spark plugs, glow plugs, lambda sensors, ignition leads and ignition coils, allowing for easy access using smartphones or tablets. In the “Download” section, the company provides catalogues and brochures. A click on “Videos” will list all technical videos from NGK’s YouTube channel. Each clip can be watched without having to leave the platform. Finally, the “News” section informs users about the latest information from the world of the NGK Ignition Parts and NTK Vehicle Electronics brands.

“Making information available in the most convenient way is essential for the success of premium brands like NGK and NTK,” explains David Loy, Marketing Director Aftermarket Europe at NGK Spark Plug Europe. “The TekniWiki makes it easier for everybody interested in our products to freely find the desired information – and thanks to the videos and the interactive e-learning, it is great fun to use.”

The TekniWiki is available at [www.tekniwiki.com](http://www.tekniwiki.com) as desktop, tablet and mobile version and in 15 languages. The official launch presentation will take place at Automechanika 2016 at Frankfurt trade fair grounds.

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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