



NGK Spark Plugs (UK) Limited
Maylands Avenue
Hemel Hempstead
Herts HP2 4SD

Tel 01442 281000
Fax 01442 281001

www.ngkntk.co.uk

July, 2011

NGK - FERRARI

NGK Spark Plugs (UK) Ltd has helped Ferrari's Formula One season get back on track.

The company is the sole supplier of spark plugs to the Scuderia Ferrari Marlboro team for the modified 056 engine in the new Ferrari 150° Italia car, driven by F1 stars Fernando Alonso and Felipe Massa.

And the Ferrari team is looking forward to the season with renewed optimism after Alonso took first place in the British Grand Prix with Massa coming in a creditable fifth.

Now attention turns to the German Grand Prix at Nurburgring on Sunday, July 24, with Alonso now in third place in the drivers' championship.

For the 2011 season, NGK Spark Plugs (UK) Ltd is again the official supplier of spark plugs to the most successful Formula One team ever and is assisting the newly developed 8-cylinder 056 engine in delivering maximum engine performance and endurance.

Luca Marmorini, Head of the Engine and Electronics Department at Scuderia Ferrari Marlboro, said the team has been working hard to endow the car with the best aerodynamics and - equally as important - to further improve the reliability of the engine.

He said: "A common saying says, 'To finish first, first you must finish. With NGK as official supplier at our side, we can be sure that the spark plugs will contribute strongly to our ability to do so.'"

Martin Pring, General Manager - Sales & Marketing, NGK Spark Plugs (UK) Ltd, said: "We are delighted to once again be working with Ferrari for the 2011 F1 season. Ferrari is synonymous with Formula One and to be an official supplier to the team is a great honour for NGK.



NGK is the official supplier of spark plugs to the Ferrari team for the 2011 F1 season

PRESS RELEASE

“Fernando Alonso’s victory at the British Grand Prix means that the team can look forward to the rest of the season with increased optimism.”

NGK Spark Plugs (UK) Ltd has been sponsoring him for nearly three years, supplying a range of specialist Iridium racing plugs, for his bikes, which are powered by 500cc GM engines.

The sponsorship came about after John Money, of NGK Spark Plugs (UK) Ltd, met up with Greg’s manager Richard Child, who is a friend of NGK distributor Joe Hughes who runs Speedway parts distributor Joe Hughes International of Derby.

John said: “At the time Greg was using another company’s spark plugs, but after meeting up with Richard I managed to persuade him to try NGK and we haven’t looked back since then.

“Greg is well respected within the Speedway world and is very popular with British fans so the tie-up has been very worthwhile.”

Greg said: “We use a range of spark plugs depending on the race conditions and atmosphere. The type of spark plugs that we use is very important when it comes to tuning and the air-fuel mixture.

“Everyone in the pit scene keeps an eye on what everyone else is using and NGK’s have been the most popular plugs for quite a long time now.”

Greg has been an ever-present in the World Championship series since its inception in 1995 and his latest GP win was his 13th.

The Grand Prix series now takes a month’s break for the World Team Cup competition before resuming in Italy on July 30.

More information on NGK Spark Plugs (UK) Ltd is available on the company’s website www.ngkntk.co.uk and you can follow Greg’s progress in the World Championship at www.greghancock.com

For more information visit www.ngkntk.co.uk

For further information contact:

Andy Hurst

Hurst Media Services

Tel: 01354 656555; Mobile: 0773 694 7803

Email: andyh.stonecross@btconnect.com