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## NGK - SPONSORSHIP

NGK Spark Plugs (UK) Ltd has been helping an intrepid trio in their bid to break the world record for the longest ever taxi journey.

Friends Johnno Ellison (28), Leigh Purnell (24) and Paul Archer (24) are attempting to drive an 18-year-old London Black Cab over four continents from London to Sydney, Australia - a distance of some 30,000 miles.

And they've been helped in their quest by sponsor NGK Spark Plugs (UK) Ltd to raise £20,000 for the British Red Cross on the planned eight-month expedition called 'It's on the Meter.'

So far the men are halfway to the current record having completed almost 12,000 miles and they are about to cross from eastern Turkey into northern Iraq, having skirted several War zones.

Paul said: "We just wanted to thank NGK for all their generous support so far. The glow plugs that NGK have provided as part of their sponsorship have worked perfectly and the clothing that they also donated has allowed us extra days of cleanliness before we're forced to track down a laundry!"

"The first third has been very challenging, but also lots of fun. First we headed up to the Arctic Circle with broken heating, a cracked windscreen and no left-indicator before heading south to Moscow where we ended up having multiple run-ins with the police due to the distinctive nature of the cab.



NGK Spark Plugs (UK) Ltd has sponsored the intrepid trio's world record attempt

# PRESS RELEASE

“We escaped back through Belarus and Ukraine into eastern Europe and headed down towards the south and the sun. Unfortunately, due to the situation in Libya we had to change our route to avoid north Africa. Instead we drove down through the Balkans where the scenery was stunning, but we were frequently stung for extra insurance premiums and road-tax vignettes on the many extra borders we crossed.

“We have just left Armenia and Georgia where we accidentally drove up to the border of a war zone before being turned back by a friendly monk! We're currently in eastern Turkey and about to head into northern Iraq, followed by Iran, Pakistan, India, China and South East Asia over the next five months.

“The car has been holding up pretty well and we've now (hopefully!) fixed most of the teething troubles and finally got our left indicator working! The team is also doing OK, we've all had our fair share of heated discussions but are still in good spirits and looking forward to hopefully breaking the record in a few months time.”

You can stay up to date with their progress at [www.itsontheter.com](http://www.itsontheter.com) and donate or follow them on [www.facebook.com/itsontometer](http://www.facebook.com/itsontometer)



For more information visit [www.ngkntk.co.uk](http://www.ngkntk.co.uk)

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