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NGK AT CV SHOW

Government Minister Mike Penning met NGK Spark Plugs (UK) Ltd staff during a visit to the Workshop 2011 show.

The Parliamentary Under-Secretary of State for Transport spoke with Brian Childs, NGK Spark Plugs (UK) Ltd's Deputy Managing Director, on the company's stand at the event which was held recently alongside the Commercial Vehicle Show at Birmingham's NEC.

The Minister is MP for Hemel Hempstead where NGK is based in the UK.

Brian Childs said: "He has visited our premises in Hemel in the past and he thanked us for our support for the local community and asked about our presence at the show. He also did a sterling job in helping get the area back to normal following the Buncefield disaster in 2005.

"He enquired about the terrible earthquake and tsunami in Japan, where our parent company is based, and asked whether it had badly damaged our business and we were pleased to tell him that it had not had a major impact.

"It was terrific that he found time to speak to us during what was a busy visit to the show."

Brian explained about NGK's position in the UK market and how the company had used the Workshop show to launch its new 2011 Spark Plug and Diesel Glow Plug Catalogue and also supplied visitors with details of its new BoxClever gift collection.

The BoxClever loyalty scheme has been a huge success since being launched seven years ago with thousands of UK independent garages having registered, all receiving points they can then redeem for prizes on the return of their purchased NGK product boxes.

The company also held a prize draw for one lucky visitor to win a 42in Panasonic Full HD Plasma 3D TV.



*Brian Childs (left) with
Mike Penning*

PRESS RELEASE

Gerard Irving, NGK Spark Plugs (UK) Ltd Marketing Manager, said: "It was good to meet our customers face-to-face at Workshop 2011 and to tell them about our new 2011 spark plugs and glow plugs catalogue and also give them details of the new BoxClever collection.

"As a company we believe that it is important that customers have the opportunity of meeting us at events such as this where we can deal with any questions they may have about our products."

For all the latest information about NGK Spark Plugs (UK) Ltd, visit the company's website at www.ngkntk.co.uk

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