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## TORU MATSUI APPOINTED MANAGING DIRECTOR OF NGK SPARK PLUG EUROPE

With effect of April 1, 2011, Toru Matsui (49) was appointed Managing Director of NGK Spark Plug Europe GmbH. In his new role, Matsui is responsible for the entire European business of the world's leading manufacturer of spark plugs and Lambda sensors, NGK Spark Plug Co., Ltd., which covers more than 30 European markets.

Matsui has gathered a lot of experience in the European automotive business: He first worked at NGK Spark Plug Europe from November 1992 to 2001. Until 1995, he headed the Aftermarket business in many European countries, including Switzerland, Austria, Portugal and Greece. From 1995 on, he maintained good customer relations with car manufacturers as OEM/OES Sales Manager. Following his first stay in Ratingen, he worked in Japan for seven years before returning to the Ratingen-based head office of NGK Spark Plug Europe in 2009. In the function of a Deputy Director Sales & Marketing OEM/OES, he was responsible for the handling of OEM/OES sales issues. In October 2010, he was promoted to Deputy Managing Director and additionally oversaw the entire Technical Department OEM/OES.



In his new role, Matsui follows Hisashi Nakanishi, who had led the company since June 2008 and is now returning to NGK Europe's parent company in Japan.

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

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