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NGK - RALLY

Motor factors experienced the drive of their lives when they took part in a special rally day organised by NGK Spark Plugs (UK) Ltd.

A group of 20 lucky NGK customers were driven through a forest stage in a Ford Fiesta R2 rally car as featured in the FIA WRC Academy, a feeder series for the FIA World Rally Championship.

NGK is a sponsor of the Ford Abu Dhabi World Rally Team, Ford's official entry in the FIA World Rally Championship, which is run by Cumbria-based M-Sport, who hosted the event.



After a tour of M-Sport's headquarters at Dovenby Hall, near Cockermouth, the factors were treated to a thrilling ride on the company's testing ground in nearby Greystoke Forest.

The Ford Fiesta R2 was driven by Stephen Barker, a 22-year-old New Zealander, who is on a 12-month work experience contract with M-Sport and the Ford Abu Dhabi World Rally Team.

He got the opportunity after winning the Ford Fiesta Sport Trophy International Shootout which saw him beat 17 other finalists from around the world in a two-day competition that featured a series of physical and psychological tests as well as a final driving challenge at Greystoke Forest.

The Ford Fiesta R2 1.6 rally car – which delivers 170 PS @ 7500 rpm and has a torque figure, of 182 NM @ 5700 rpm – is M-Sport's first global rally car and is based on the Ford Fiesta 1.6 Zetec S model.

PRESS RELEASE

M-Sport has operated Ford's World Rally Championship (WRC) programme since 1997 and developed the record-breaking Focus RS WRC that won the manufacturers' title for Ford in both 2006 and 2007.

Gerard Irving, Marketing Manager, NGK Spark Plugs (UK) Ltd, said: "The event proved to be very popular with our guests. It isn't every day that you get the opportunity to experience being driven at high speed by a rally driver in forest conditions like these.

"The group also found it really interesting to look behind the scenes of such a renowned company as M-Sport and to discover what goes in to preparing top flight rally cars."

For more information visit www.ngkntk.co.uk

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