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NGK AT AUTOSPORT

Rally ace Mikko Hirvonen was a star visitor to the NGK Spark Plugs (UK) Ltd stand at the Autosport International motorsport show at Birmingham's NEC.

The 30-year-old Finnish driver competes for the Ford Abu Dhabi World Rally Team in the FIA World Rally Championship and signed posters of himself on the stand on the first day of the show, attracting countless enthusiasts.

The stand also featured the Ford Focus RS World Rally car driven in last year's WRC by fellow Ford stars Jari-Matti Latvala and Miikka Anttila.



NGK Spark Plugs (UK) Ltd sponsors rally specialist M-Sport, which runs the team, and supplies spark plugs for the all-new Ford Fiesta RS World Rally Car, Ford's official entry in this year's FIA World Rally Championship. Ford's partner in the WRC is M-Sport based at Dovenby Hall, near Cockermouth in Cumbria.

Gerard Irving, NGK Spark Plugs (UK) Ltd marketing manager, said: "The appearance of Mikko and the car created a lot of excitement on the stand and attracted many motorsport enthusiasts. "Autosport International gave us the opportunity to show our involvement in many forms of motorsport and to meet motorsport fans, many of whom use our products."

NGK Spark Plugs is the number one supplier of spark plugs to vehicle manufacturers worldwide as well as being the biggest global manufacturer of spark plugs for both OE and after-market applications.