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NGK AT MOTORCYCLE LIVE

NGK Spark Plugs (UK) Ltd has helped produce what is probably the world's fastest normally aspirated street-legal motorcycle.

The company is a sponsor of Welshman Lloyd Davies' 222.8mph 1630cc modified Suzuki Hayabusa and featured the bike on its stand at the recent Carole Nash Motorcycle Live show at the NEC, Birmingham.



The motorcycle – which puts out 240.55bhp at 10,050rpm and has a maximum torque figure of 7500rpm at 141lbs/ft – drew admiring glances when it appeared on the stand alongside NGK Spark Plugs (UK) Ltd's industry leading spark plug, glow plug and Lambda sensor ranges.

It has been a labour of love for 47-year-old Lloyd who runs Lloyd's Citroen-Peugeot Specialists in Swansea and he has been quick to praise NGK Spark Plugs (UK) Ltd for its role in his record-breaking enterprise.

He said: "I have been using NGK plugs since around 1985 when I rallied Minis and my business fits NGK.

"They sponsor me with my plugs and they are an excellent company to deal with. You can always ring up their technical people for advice and they are always extremely helpful.

"I visited Motorcycle Live and the bike was a real head-turner. NGK were giving away posters of it which attracted a lot of bike fans. It is the fastest bike of its kind in the UK and possibly in the world, certainly I have been told by bike magazines that they don't think there is anything faster in the world."

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PRESS RELEASE

Lloyd has done most of his own work on the bike over the past 10 years and estimates he has spent around 3500-4000 hours working on the machine to bring it up to its current specification.

He said: "It's difficult to put a value on the work I've carried out on it, but I think it is worth in the region of £45,000. I am still working on the bike although we had a vehicle hit our premises recently which has caused some damage and has slowed me down a bit. "

Lloyd's 222.8mph record was set over a 1.3-mile course and he is confident of one day reaching 230mph on the machine which he still uses occasionally on local roads.

His record-breaking Hayabusa has been fitted with many specialist parts to not only help increase its power from 1299cc and its speed from 194mph, but also to reduce its dry weight from 215kg to 198kg.

NGK Spark Plugs (UK) Ltd marketing manager Gerard Irving said: "It was great to have Lloyd's motorcycle on our stand and also to meet so many bike enthusiasts who use our spark plugs."

The company's stand at the show drew big crowds and also helped raise much-needed money for motor industry charity BEN as visitors made donations for promotional bags.

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