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February, 2011

NGK AT WORKSHOP 2011

NGK Spark Plugs (UK) Ltd will be exhibiting at Workshop 2011, which is being held alongside the Commercial Vehicle Show at Birmingham's NEC on April 12-14.

The company will be highlighting the release of its 2011 car and light commercial vehicle catalogue and will also have details of its new BoxClever collection on its stand (no.4H 40). The BoxClever promotion has been a huge success since being launched seven years ago with thousands of UK independent garages having registered, receiving points they can then redeem for prizes on the return of their purchased product boxes.

Gerard Irving, NGK Spark Plugs (UK) Ltd marketing manager, said: "We are looking forward to what we think will be a very exciting show where we will be able to give visitors details of not only our new catalogue, but also news of the 2011 BoxClever promotion which is expected to prove extremely popular.

"As a company we think it is important to support shows such as this as it gives us the opportunity to meet the independent garage trade face-to-face. We also believe it is good for the industry in general that major parts manufacturers such as ourselves attend these events." NGK Spark Plugs (UK) Ltd's stand will also feature its industry-leading spark plugs, glow plugs and Lambda sensors.