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NGK TO SPARK VODAFONE McLAREN MERCEDES IN 2010 FORMULA 1™ SEASON

NGK Spark Plugs, the leading spark plug manufacturer, has announced that it is to be the technical partner and official supplier of spark plugs to the Vodafone McLaren Mercedes Formula 1 Racing Team in the 2010 season. As well as Vodafone McLaren Mercedes almost all the leading contenders for this season's FIA Formula 1 World Championship will also be sparked by NGK.



The launch event to unveil the Vodafone McLaren Mercedes 2010 Formula 1 season car was a spectacular occasion with the team's joint-world champion driver line-up of both McLaren's British drivers, Jenson Button and Lewis Hamilton present; marking the first time in Formula 1 history that the sport's two most recent world champions have been partnered together.

"At NGK we have always taken pride in the development of racing spark plugs specifically for Formula 1 racing, which is extremely demanding on the spark plug," says Brian Childs, Deputy Managing Director of NGK Spark Plugs UK Limited. "NGK has become supplier to so many Formula 1 teams due to our meticulous design and manufacturing expertise. In depth tests, both on and off the track, have confirmed the additional reliability and improved performance of NGK Plugs and many constructors have consequently made the decision to specify NGK.

"Since NGK's first Grand Prix win in Mexico with Honda in 1965, NGK Racing Plugs have sparked the winners of 239 Formula 1 races. With our continuing close association with Vodafone McLaren Mercedes we are confident of achieving the magic 250 figure in the season ahead."