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NGK - BRC CHALLENGE

NGK Spark Plugs (UK) Ltd is to sponsor the British Rally Championship's BRC Challenge which gets underway this month.

The company has been a long term partner to the British Rally Championship and this move towards becoming the title sponsor for the BRC Challenge reinforces the relationship between the two parties.

Tim Howes, Technical Services Manager for NGK Spark Plugs (UK) Ltd, said: "NGK is heavily involved at every level of motorsport, but I believe it is especially important to support the up and coming drivers of today to ensure a continued high quality pool of talent for tomorrow."

BRC Manager Mark Taylor added: "It's a great honour to have NGK come on board in a more formal capacity, they have been a long term supporter of the BRC and this just shows their continued commitment to rallying in the UK."

The NGK Spark Plugs BRC Challenge has become the leading championship for young up and coming drivers, as well as established clubmen and women, and a prize fund of significant value aids the progression into the BRC.

It is open to two wheel drive cars only, and with no need for homologation it makes it one of the most cost effective championships in the UK.

The NGK BRCC has gone from strength to strength over the past few years with increased entry lists and stage mileage, and 2012 is no exception. A new season opening event has been added to the calendar in the form of Rallye Sunseeker on February 25, 2012.



Craig Breen: the rally star competed in last year's BRC and also won the FIA World Rally Academy. He now competes in the Super S2000 World Rally Championship

PRESS RELEASE

This hugely popular event gives the competing teams in the NGK BRCC the chance to gain maximum attention for their sponsors and sample new stages in the process.

The series also features within the MSA British Rally Championship's British Rallyzone programme, produced by Greenlight Television for Sky Sports, adding another incentive for prospective crews to highlight their talents and sponsors.

The NGK BRCC also welcomes back the Stars of the Future series that proved so successful last season, with Scotland's Gary Pearson proving the class of the field.

Alongside the Fiesta SportChallenge and the Ladies award, the NGK BRCC is without doubt one of the best pound for pound rally series in the UK.

Competing crews get to sample both gravel and tarmac surfaces throughout the season on some of the best and well run events in Europe. From the forests of Kielder to the fast roads of Antrim, the NGK BRCC offers a fantastic opportunity for crews to test themselves.

The season kicks off in style in the south coast town of Poole for the eagerly anticipated Rallye Sunseeker. You can follow the action as it unfolds, either via the website at www.brcchallenge.co.uk or alternatively the official BRC & BRCC Twitter site www.twitter.com/britishrally.

More information on NGK Spark Plugs (UK) Ltd is available on the company's website www.ngkntk.co.uk

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