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## NGK TO SPARK FERRARI IN 2003 FORMULA 1 SEASON

NGK Spark Plugs, the world's largest manufacturer of spark plugs, has announced that it is to be the official supplier of spark plugs to the Ferrari Racing Car Team in the 2003 Formula 1 season, together with confirmation that this will continue until the 2005 season.

There are other teams on the starting grid this season which will also be powered by NGK's racing plugs. As well as Ferrari, three of the other eleven competing teams will be sparked by NGK - BAR-Honda, Sauber-Petronas and the Mercedes engine programme.

NGK is the world's largest manufacturer of Lambda sensors under the NTK brand name. In addition to spark plugs, NTK is also the official supplier of UEGO sensors to Ferrari for their engine management system. They are used to ensure the precise control of the air fuel ratio.



"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, Director of NGK's Automotive Division. "Since NGK's first Grand Prix win in Mexico with Honda in 1965, NGK racing plugs have sparked the winners of 140 Formula 1 races over the following 28 seasons."

The 2002 season was an amazing year of records for Ferrari. They won 15 out of 17 Grand Prix, with 9 doubles and 27 podium positions. 10 pole positions were secured and 221 points scored. Ferrari have now been the world champions in the last four F1 seasons.

CONT.

*The World's No.1 Spark Plug. Fact.*



# Press Release



"We are proud to have this close cooperation with Ferrari," continues Brian Childs, "and we have now been working closely together for five years. As well as the technical success which we enjoy from each season's F1 campaign there are strong marketing reasons why this collaboration with Ferrari benefits NGK. NGK's image and consumer awareness benefits from our Ferrari connection and gives greater stimulus to our campaigns and promotions. Ferrari is the clear leader in Formula 1 and NGK is the No1 supplier of spark plugs to vehicle manufacturers worldwide, as well as being the biggest global manufacturer of spark plugs for both OE and Aftermarket applications."

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