

Press Release



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NGK SPARKS FERRARI TO SUCCESS IN 2003 FORMULA 1 SEASON

NGK Spark Plugs has celebrated a highly successful Formula 1 2003 season, sparking not only the Ferrari Racing Team – which won the 2003 Constructors Championship – but also the Champion Driver, for a record 6th season, Michael Schumacher.

NGK Spark Plugs is the world's largest manufacturer of spark plugs for use in automobiles and motorcycles and, as well as being the official supplier of spark plugs to Ferrari, NGK also sparked three of the other competing teams in this year's Championship.

NGK is also 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, Deputy Managing Director, Sales & Marketing, of NGK Spark Plugs (UK) Limited's Automotive Division. "Since NGK's first Grand Prix win in Mexico with Honda in 1965, NGK racing plugs have sparked the winners of more than 150 Formula 1 races over the following 29 seasons.



"We are proud to have this close cooperation with Ferrari and have now been working closely together for six 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."

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

