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**NGK SPARK PLUGS INTRODUCES INDUSTRY FIRST:
SPARK PLUG SERVICE INTERVAL INFORMATION**

WIXOM, Mich. – NGK Spark Plugs U.S.A., Inc. is announcing the industry’s first spark plug service interval resource by including original equipment manufacturer suggested spark plug replacement recommendations in its website parts finder and company provided ACES data set.

As the industry leader in spark plug and ignition technology, NGK is committed to providing countermen, technicians and consumers with valuable, service interval recommendations for spark plug life-cycles as specified by domestic and import manufacturers. This information will be rolled out in the www.ngksparkplugs.com parts finder and the company’s ACES catalog content.

“For years, the industry has attempted to capture and disseminate this information to ensure consumers and automotive repair technicians were getting optimal ignition performance from today’s complex engines. This initiative reflects our culture of progression in helping to provide the most accurate, up-to-date and relevant information to the industry and consumers,” said Brian Norko, Vice President - Aftermarket for NGK Spark Plugs.

About NGK Spark Plugs – The World Leader in Spark Plug and Sensor Technology

Since 1936, NGK Spark Plugs has been the world leader in technology, innovation, and world-class quality in the design of spark plugs and oxygen sensors. Today, NGK Spark Plugs manufactures ignition products, oxygen sensors, technical sensors and vehicle electronics for virtually every automotive manufacturer in the world.

NGK has built a reputation for quality and reliability, and a commitment to excellence continues to be the driving force behind the company's advanced research and development programs. With state-of-the-art manufacturing, inventory, and distribution facilities, NGK is dedicated to providing customers with world-class products and services.

In addition to serving OE automotive and aftermarket customers, NGK also produces spark plugs for motorcycle, power sports, marine and small engine manufacturers. NGK also offers complementary product lines including resistor caps, spark plug wires, and high-performance cables.

In North America, NGK is headquartered in Wixom, MI and maintains manufacturing, inventory, and distribution facilities in Irvine, CA, Sissonville, WV, and Chicago, IL.

For more information about NGK Spark Plugs, (U.S.A), Inc., please visit our website www.ngksparkplugs.com.