

♪ NGK SPARK PLUG groups keep challenging,
even if there are high obstacles and thorny paths.
This attitude of “never give up” leads to
the definite and stable manufacturing of Nittoku.

Even if we fail, and even if we are wrong,
accepting risks and taking on challenges.
Unite our power, challenge our limit,
and seize the Only One and the No.1 status!

♪ Since our founding in 1936,
We have been working steadily, diligently and earnestly.
The “reliability” that we have built enriches
the value of the “Nittoku Brand”.

Even if we fail, and even if we are wrong,
accepting risks and taking on challenges.
Unite our power, challenge our limit,
and seize the Only One and the No.1 status!

♪ Time to change and the chance is now.
Let's change ourselves with higher vision.
By delivering overwhelming quality and services,
we will support the future lives.

Even if we fail, and even if we are wrong,
accepting risks and taking on challenges.
Unite our power, challenge our limit,
and seize the Only One and the No.1 status!

Go for it
Nittoku's challenge

