

Feature 01

Spark Plugs with a Large Following around the World

We respond to diverse customer needs with global sales networks and extremely high level of services.



NGK spark plugs are the core products of the NGK SPARK PLUG Group.

We deliver products with excellent performance and high quality to our customers throughout the world via our long-established distribution networks.

We are ready to meet challenges head-on, including the growing demand for our products particularly in emerging economies.

Spark Plug Market

Spark plugs are functional engine components. NGK spark plugs, core products of the NGK SPARK PLUG Group, have been selected by most automakers and motorcycle manufacturers in the world.

Since parts supplied for OEM use to automakers and motorcycle manufacturers are normally marketed under their own brands, parts suppliers are not always allowed to sell such parts in the aftermarket. Even in such market circumstances, we have established sales routes for distributing our spark plugs under the "NGK" brand concurrently with supplying them to automakers on an OEM basis. As such, NGK spark plugs are regarded as rare products in the aftermarket.

This is possibly due to the fact that spark plugs need to be replaced after a certain period of use, have an established aftermarket, and are required to offer high performance and quality as important engine components.

Globally Deployed Sales Networks

NGK spark plugs are sold and used in every part of the world thanks absolutely to our global sales networks.

Various sales routes exist in the world with their own unique market characteristics and historical backgrounds. In Western Countries, we have been supplying our products to traditional parts wholesalers and a matter of course and also to the huge retail company as the case of the United States. In emerging nations, we deliver our products and thorough services, via our dealers, to repair shops and retailers.

Although many enterprises rely on the experts of trading companies when merchandising overseas, we founded our subsidiaries in key countries and have achieved successful business results with expanded sales networks, providing spark-plug technical services in conjunction with local sales representatives and dealers.

Dealership Association Formed in Japan

In Japan, the NGK SPARK PLUG Group organized the NGK SPARK PLUG Dealership Association consisting of regional major parts shops. In 1972 the first national convention of the dealership association was held with 464 company participants. Now forty years later, member companies still number 430 nationwide.

Professionals on Spark Plugs

Employees of the NGK SPARK PLUG Group consider themselves professionals on spark plugs.

Our sales representatives and engineers visit automakers and dealers and hold workshops to directly communicate with our customers. Our sales reps and engineers understand diverse customer needs to support customers with precise advice.

Supply chain management (SCM) plays a vital and important role in improving customer satisfaction in every part of the world. For products supplied to automakers for OEM use, we have logistics centers at the closest possible locations to customers to provide 100% on-time deliveries. Moreover, we accurately track changes in the markets, improve demand forecasting accuracy and implement thorough inventory management in order to offer immediate delivery of repair products to many customers.

Every employee performs his or her duty as a professional to sustain our global sales networks.

Striving to Offer an Extraordinarily High Level of Service

Our strength lies in our long-established sales networks. The reason we are able to offer outstanding level of services is that our professionals are active in every part of the world.

China and India are expected to continue to grow in the future. We intend to expand our sales networks in such countries. Furthermore, we aim to build systems that will enable us to provide reliable products and exceptionally high level of services so that our customers throughout the world use NGK spark plugs with a sense of assurance.

We deliver NGK spark plugs to every region of the world!

One characteristic of the car maintenance industry in Britain is that parts retailers/wholesalers work between parts suppliers and car maintenance businesses.

Most of these businesses carry NGK spark plugs. This is a result of strong cross-departmental teamwork, as well as excellently engineered products.

Consequently, we have secured an unchallenged position in the industry, receiving supplier awards multiple times. As a sales leader, I am proud of our performance.



Tim Ward
Senior Manager, Garage Trade
NGK Spark Plugs (UK) Ltd.

In the Philippines, an archipelago comprising 7,100 islands, complex wholesaling routes exist between our direct dealers and the consumer market. Our local staff and I tour consumer markets to raise brand awareness of "NGK" in a bottom-up manner and to expand sales of our products.

Our effort is unspectacular, but we do it every single day since there are no shortcuts to success.



Daisuke Watanabe
President
NGK Spark Plugs (Philippines), Inc.

NGK spark plugs are widely used at car repair garages throughout Japan thanks to distribution via the sales networks of NGK SPARK PLUG dealerships.

Through information exchanges with our dealerships, we identify what they need for conducting campaigns, offer promotional goods, hold workshops and introduce them to novel spark plugs. By achieving increased sales, we aim to bring about a win-win-win situation for our dealerships, us, and users.



Junji Higashi
Tokyo Sales Office

The Direct Sales Department handles the supervision of OEM business conducted with automakers in every part of the world. In the spark plug category, OEM business forms foundations for us to achieve success in repair business using our own sales networks.

We support our colleagues working on OEM business with automakers in every part of the world as well as in Japan.



Jun Chino
Assistant Manager
OEM Sales & Marketing Dept.

I take orders from overseas, make production arrangements with related departments, and process exports of finished products. Of course, I need to have an accurate understanding of regulations that differ from nation to nation. In addition, I need to properly handle schedule changes resulting from natural disasters or necessitated by customer request. I strive to precisely respond to customer needs.



Kayo Yamamoto
Supply Chain Management Dept.

The spark plug manufacturing staff produce spark plugs, being determined to deliver quality products to our customers, constantly bearing in mind the principle of "safety and quality first." Every member takes pride in the "NGK" brand and produces each spark plug with utmost care to maintain the brand's high reputation. I hope that spark plugs bearing the "NGK" logo will eventually be found in internal combustion engines all over the world.



Shigehisa Watabe
Production Dept., Komaki Plant

We receive requests from various automakers and end users and respond to them with our products. We also develop technologies that contribute to improved durability and fuel economy and propose them actively to automakers to keep up with advances in engine technology.



Takaaki Kikai
Spark Plug Engineering Dept.

I consider NGK spark plugs to have the world's best quality. The present quality level has been achieved through years of various experiences.

Our job is to deploy these experiences as a set of rules within the Group. We are able to deliver quality products to global customers because every employee in every region of the world adheres to these rules.



Koji Uchiyama
Supervisor
Quality Assurance Dept.