

# NGK IGNITION COIL NEWS



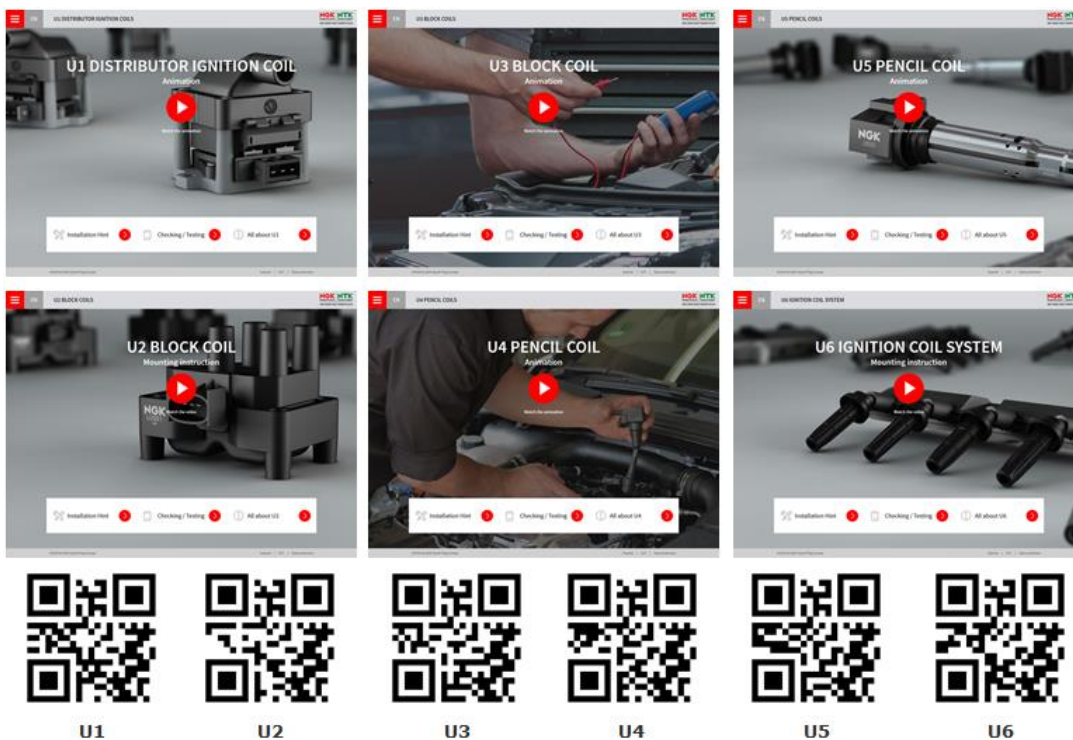
PN-2016-008-IC-Launch Landing pages  
Date 04.05.2016

**NEW**

## NGK Ignition coil – New landing pages

Dear customer,

NGK Spark Plugs is happy to inform you about the launch of the new landing pages for each of the 6 coil categories



### The QR-Code in detail

On each NGK single ignition coil box label is now printed with QR Code system offering important and detailed product information related to the category of coils on the box.

For each NGK ignition coils category (U1-U6) an explicit landing page has been developed to deliver information about corresponding product but also hints for

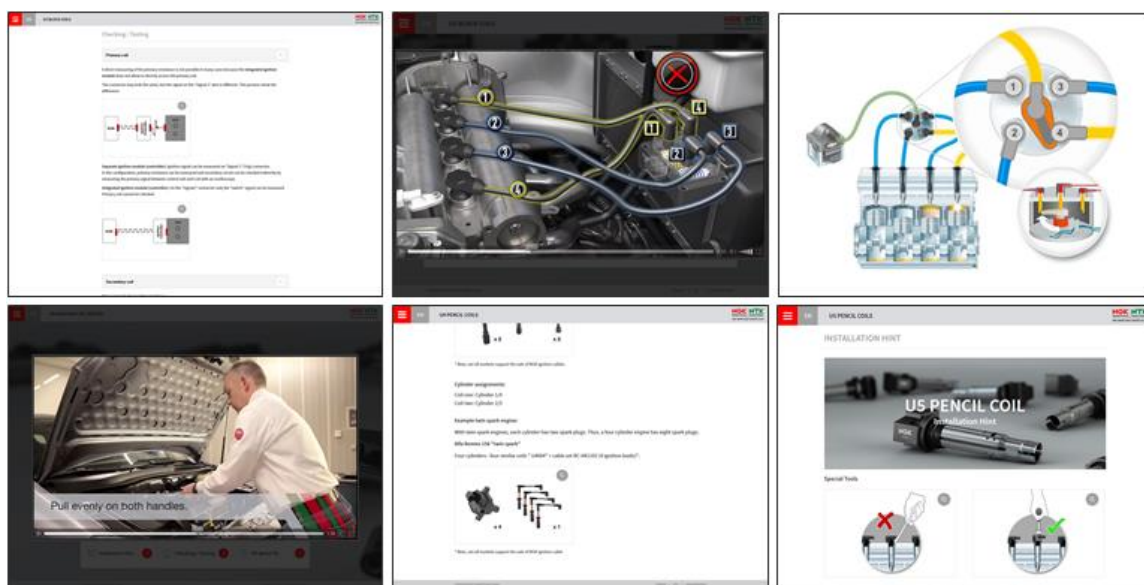


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installation and checking or testing recommendation. The information are enriched by videos, graphics, product cross sections and 3D animations.

The e-landing pages will be updated regularly according new or important information. NGK Spark Plugs intend in this way inform you better in a fast and efficient way.



## Target groups

The QR-Code system and landing pages are created for

- Workshop
- Shopkeepers and sales representatives
- Technical trainers
- End-consumers and students
- Anyone who wish to learn more about ignition coil's technology

NGK Sales Team remains at your disposal in case of any question.

Best regards,

Your NGK Team

