



Market Trends

Today, consumers are looking for products with improved performance and extended life to maximize their investment. The Bosch OE Fine Wire Spark Plug line presents the best solution to meet the challenge of **increasing your spark plug sales and profitability** in today's market.

Selling premium spark plugs helps to **grow sales dollars** and to meet consumers' purchase criteria.

The Bosch OE Fine Wire Spark Plug family offers the latest in proven spark plug technology supported by a quality brand. Competitively priced, these plugs bring significant value as an OE replacement alternative.

Did you know?

Car manufacturers are no longer loyal to particular brands or manufacturers of spark plugs. Today you can find European and Asian spark plug manufacturers supplying some Domestic vehicles as well as the European and Asian makes.

You may also find cases of multiple spark plug manufacturers as the OE supplier for a single engine, on a global scale. An OEM may select multiple spark plug suppliers based on:

- ▶ Technology
- ▶ Durability
- ▶ Pricing
- ▶ Manufacturing location
- ▶ The increasing complexity of today's as well as future engine concepts
- ▶ To cover high volume demand driven by global engine/vehicle platforms

That is how OEM's achieve their goal to become or remain a competitive global player in the market.

The new Bosch OE Fine Wire lines allow you to choose a spark plug that **has the specifications, features, and benefits of the Original Equipment spark plug** but, in many cases, delivers better performance and a better value than the brand or the spark plug that originally came with the vehicle.

Why Bosch OE Fine Wire Spark Plugs?

- ▶ OE specific design
- ▶ Better value
- ▶ Technician guarantee
- ▶ Inventory advantage
- ▶ Competitively priced

The OE Fine Wire Spark Plug program includes:

- ▶ Tri-lingual, educational packaging that explains key features
- ▶ Annual catalogs and electronic updates with current application coverage information
- ▶ Training
- ▶ Consumer brochures and other supporting materials
- ▶ Promotions



OE Fine Wire Spark Plugs



BOSCH
Invented for life

Bosch is not offering an aftermarket solution – we are bringing our latest OE technology to the aftermarket.

Bosch introduces the new OE Fine Wire Spark Plug family, which consists of Iridium, Double Platinum and Platinum plugs. Built around OE technology, these new lines have an original equipment specific design and are manufactured to be OE equivalent replacements.

As direct injection continues to grow across all makes (Domestic, Asian, and European vehicles), and as ignition systems continue to increase in voltage output, things like advanced ceramic technology, spark position and correct gap are more critical than ever. Bosch recognized this and created these new lines of OE equivalent spark plugs for the aftermarket.

Spark Plug Comparison

Feature	Benefit	Bosch Iridium	Bosch Double Platinum	Bosch Platinum
Service life versus standard Copper plug	Longer life	4X	3X	2X
Customer satisfaction guarantee	Miles of worry-free driving	7 years	6 years	4 years
Precious metal	Performance/Long life	Highest performance/ Longest life (Iridium alloy tipped ground and center electrodes)	Longer life (Platinum tipped ground and center electrodes)	Improved performance life (Platinum tipped center electrode)
Original equipment specific fine wire design	Reduces voltage requirement and flame quench for improved ignitability	x	x	x
Pre-gapped	No gapping required	x	x	x
Turbo, gasoline direct injection compatible	Spark position matches OE for functionality with new GDI technology	x	x	x

Shop for other replacement ignition parts on our website.

OE Fine Wire Iridium



High performance. Long life. OE technology.

Engineered to deliver both high performance and long life, you can't do better than Bosch Iridium spark plugs. The original equipment design, materials and processes represent the best of our OE technology. With Iridium in the tips of both the center and ground electrodes, Bosch Iridium delivers the same or longer life than the OE spark plug for less money.

OE Fine Wire Double Platinum



Extended performance life. OE technology.

Engineered with the most advanced technology on the market, these plugs deliver better ignitability from the fine wire design of the center electrode, and longer life from the Platinum tips on both center and ground electrodes.

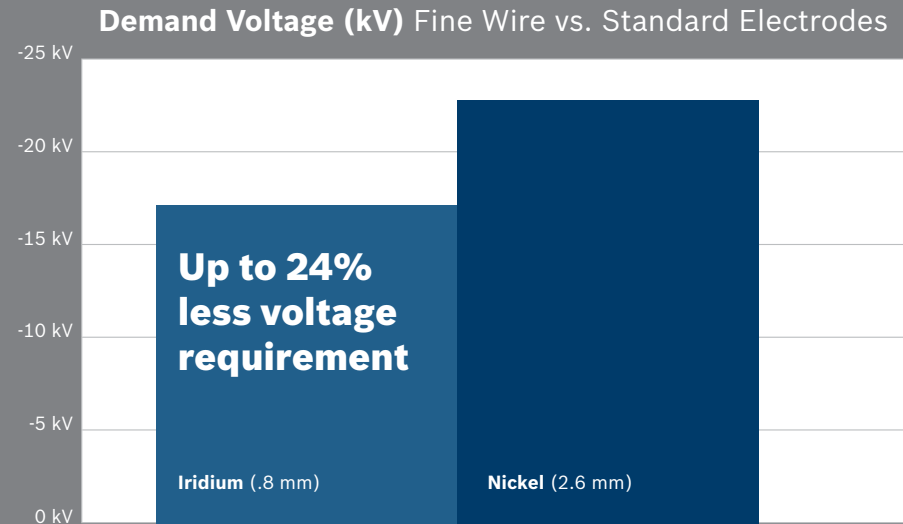
OE Fine Wire Platinum



Improved performance life. OE technology.

The OE fine wire Platinum design delivers optimum fit and function, and 2X longer service life compared to standard copper plugs. These plugs are benchmarked to OE plugs for reliable performance.

Why fine wire? Fine wire platinum and iridium electrodes reduce firing voltage, increasing the lifetime of spark plugs and other components, ensuring reliable ignition.



Satisfaction Guarantee*
If your customer is not satisfied or does not experience quicker starts and smoother acceleration, Bosch will fully refund your customer for the purchase price of the plugs.

Professional Technician Warranty*
Industry-leading technology backed by an industry-leading warranty; Bosch pays labor for up to 12 months after installation.