

# IRIDIUM *Performance*

77  
IR  
39  
CU  
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CU



IRIDIUM IS 6X HARDER & 8X STRONGER THAN PLATINUM  
LONG LASTING OEM PERFORMANCE REPLACEMENT  
DUAL COPPER CORE ELECTRODES FOR MORE ENERGY  
CUT BACK GROUND STRAP FOR MAXIMUM SPARK EXPOSURE  
LOW IGNITION VOLTAGE REQUIREMENTS, MAKES FOR EASIER STARTS

# MULTI *spark*

81  
TI  
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MULTI-SPARK PLUG INCREASES ENGINE POWER – 3 X'S THE SPARK  
PATENTED AUXILIARY ELECTRODE DESIGN  
MORE HORSE POWER, TORQUE, FASTER ACCELERATION & RESPONSE  
MAXIMUM SPARK EXPOSURE, BETTER USE OF AVAILABLE ENERGY  
NO GAPPING OR INDEXING

# IRIDIUM *Racing*

77  
IR  
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IRIDIUM IS 6X HARDER & 8X STRONGER THAN PLATINUM  
SHELL DIRECTS FLAME FRONT TO MAXIMIZE POWER  
PROTECTS INSULATOR FROM THERMAL SHOCKS  
LOW IGNITION VOLTAGE REQUIREMENTS, MAKES FOR EASIER STARTS  
OPTIMIZED CENTER ELECTRODE DIAMETER FOR HARD TO IGNITE FUELS

# BRISK USA

# TURBO *Racing*

47  
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REDUCES NUMBER OF IMPERFECTLY IGNITED CYCLES  
EXTREMELY HIGH DURABILITY AND RELIABILITY  
HIGH RESISTANCE AGAINST THERMAL SHOCK AND VIBRATION  
PROGRESSIVELY TAPERED GROUND ELECTRODE INTEGRATION  
SUPERIOR HEAT DISPLACEMENT

# PREMIUM *Legs*

47  
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HIGH-POTENTIAL SEMI-SURFACE DISCHARGE = MORE POWER  
DISCHARGE AT RICHEST POINT OF A/F MIXTURE IN 360\* PERIMETER  
PATENTED FIRING TIP DESIGN, NO INDEXING OR GAPPING REQUIRED  
SILVER CENTER ELECTRODE  
BEST THERMAL HEAT & ELECTRICAL CONDUCTOR

# SILVER *Racing*

47  
AG



SILVER IS THE BEST CONDUCTOR OF THERMAL HEAT & ELECTRICITY  
SUPERIOR IGNITION ABILITY, INCREASES ENGINE POWER  
TURBO / SUPERCHARGED / NITROUS ENGINES  
LOWER REQUIRED SUPPLIED IGNITION VOLTAGE  
RACE ENGINES & ENGINES WITH HARD TO IGNITE FUELS



**1935** BRITA COMPANY ENGAGED IN PRODUCTION OF SPARK PLUGS  
 WAS FOUNDED IN TABOR, CZECH REPUBLIC

FOUNDATION OF AN INDEPENDENT NATIONAL ENTERPRISE  
 FOCUSED ON PRODUCTION OF AUTOMOTIVE SPARK PLUGS **1955**

**1975** LAUNCHING 3RD-GENERATION SPARK PLUGS. PRODUCTION  
 OF TECHNICAL AND ELECTROTECHNICAL CERAMICS

BRISK RECEIVES ISO 9001 CERTIFICATION AND  
 EXTENDS PRODUCT RANGE BY EMISSION TESTERS **1994**

**1999** BRISK IS CLASSIFIED AMONG THE BEST SPARK PLUG  
 AND SPEED SENSOR SUPPLIERS OF VW CONCERN

COMMENCEMENT OF PRODUCTION OF SECOND-GENERATION  
 BRISK PREMIUM LGS SPARK-PLUGS **2002**

**2004** BRISK BEGINS SUPPLY OF BRISK SILVER AND BRISK PREMIUM  
 SPARK PLUGS FOR PRIMARY PRODUCTION OF TM RACING.

**BRISK CELEBRATES 2015**  
**80** YEARS OF BUSINESS AND THE MAJOR MILESTONE OF  
**1** BILLION SPARK PLUGS  
 MANUFACTURED

