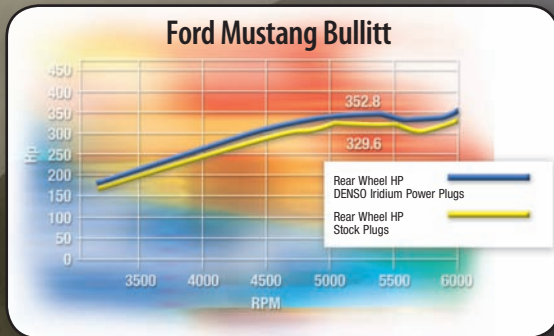
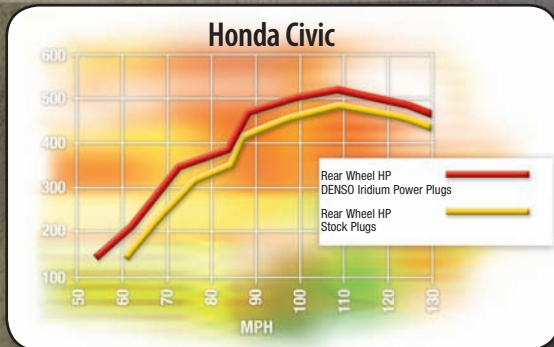


## How Iridium Spark Plugs Make Cars Perform



The dyno graph above shows the horsepower increase on a supercharged 2001 Ford Mustang Bullitt using Iridium Power versus a competitor's performance spark plug. With Iridium Power, the engine generated 23 additional horsepower.\*

\*Tests performed on Superflow Dynamometer by Westech Performance Group.



The dyno graph above shows the horsepower increase of a 1994 Honda Civic 1.8L race engine using Iridium Power versus a competitor's performance spark plug. With Iridium Power, the engine generated 15 additional horsepower.\*

\*Tests performed on Dynojet Dynamometer by JG Engineering.

# DENSO IRIDIUM SPARK PLUG DELIVERS



**DENSO**  
IRIDIUM POWER®



**DENSO**  
IRIDIUM POWER®



### DENSO Iridium Power® and Iridium Racing® Spark Plugs Deliver Performance

As the leader in spark plug technology, DENSO has taken the trophy in performance spark plugs. Our patented Iridium technology is the most unique and best performing spark plug material in automotive history.

#### Iridium:

- A super hard, super conductive metal.
- 6x harder than platinum.
- 8x stronger than platinum.
- Impervious to high combustion chamber heat levels.
- Can withstand 1200° F higher temperature than platinum.

#### How DENSO Makes Iridium Perform

DENSO engineered a super strong Iridium alloy to maximize the performance of spark plug electrodes. This patent protected alloy is only available for use in DENSO Iridium Power and Iridium Racing spark plugs.

#### High Performance – Iridium Power

- World's smallest center electrode, 0.4mm.
- 2x smaller, hotter electrode takes 5,000 less volts to fire for ultimate efficiency.
- Lower voltage requirements gives a stronger spark.
- Copper core allows for a wider operating temperature range.
- Taper cut ground electrode improves ignitability.
- Fewer misfires.



IRIDIUM POWER



IRIDIUM RACING

#### Ultimate Performance – Iridium Racing

- Elite racing spark plugs for professional racing.
- Precision tuned for demands of high rev, high horsepower, high torque and all high output engine applications under extreme endurance and competitive conditions.
- 100% pure platinum ground electrode, not just plated.
- Burnished nickel plated housing has highest corrosion resistance ever.
- Available in coldest heat ranges for highest performance cars and motorcycles.

