



**IRIDIUM POWER
SPARK PLUGS**



DENSO
IRIDIUM POWER™





Optimize Your Ignition System

Your performance engine needs a true performance spark plug, not another gimmick, particularly if you have a high performance application that is, turbocharged, supercharged or nitrous-enhanced. These types of engine modifications create intense conditions within your cylinders, conditions that will kill a standard OE plug and bring an ordinary performance plug to its knees.

For more information regarding DENSO Iridium Power and Iridium Power Racing spark plugs, go to www.DensoIridium.com.





Design Features You Won't Find in Any Other Plug:

- A 0.4mm center electrode, the world's smallest. That's 50% smaller than any other plug available and 2x smaller than a platinum OE plug.
- A patented U-Groove ground electrode with a tapered cut. This means Iridium Power produces a precise flame front, which reduces engine misfires.
- A patented Iridium alloy that can withstand temperatures of over 4,000° F, and is 6x harder and 8x stronger than platinum.

Iridium Power™ is available for all domestic applications including Camaro, Mustang, F-150, Dakota and more.



A Potent Formula

The combination of features means this plug drains less voltage from your ignition system. According to SAE Technical Paper Series:

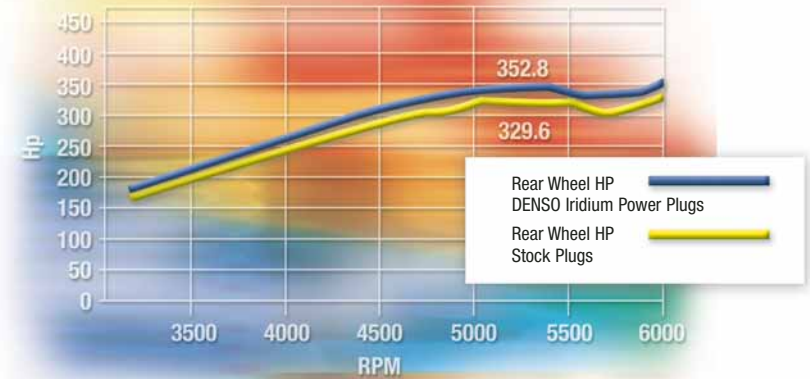
“It takes 5,000 volts less to fire a DENSO Iridium Power spark plug versus a conventional platinum spark plug.”

(March 1-4, 1999)

It's easy to see why the DENSO Iridium Power spark plug is the ultimate in performance spark plugs. It's the only spark plug that maximizes your engine performance.



Ford Mustang Bullitt



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 a Dynojet Dynamometer by JG Engineering.

Don't take our word for it, listen to what the pros are saying about Iridium Power:

“Our testing has clearly indicated that DENSO Iridium Power spark plugs are the most efficient, durable and longest lasting spark plugs available. They produce more spark energy, resist detonation, and eliminate the cost of having to purchase a hotter ignition system. DENSO Iridium Power spark plugs are the ultimate plug for supercharged engines.”

– Jim Bell, Kenne Bell Superchargers





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