The DENSO difference
Combining pioneering technologies, superior performance and all-makes choice, DENSO’s replacement Spark Plugs deliver truly outstanding OE quality to the aftermarket.

Choose from a complete range of continually updated references including Nickel, Platinum, Twin Tip (TT), Iridium and Super Ignition Plugs (SIP).

Backed by continuous R&D work and entirely self-manufactured by DENSO, the programme guarantees optimum engine performance for every automotive, motorcycle, marine and small engine application.

DENSO Spark Plugs
Market leading technology and performance

DENSO EUROPE B.V.
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Spark Plugs | The DENSO difference

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Standard | Advanced technology for general motoring

Our Standard Spark Plug range for the aftermarket features pioneering, DENSO-patented OE technologies that deliver superb plug reliability, longer life and exceptional engine performance.

U-groove technology

- Better fuel economy
  U-groove can ignite leaner mixtures, leading to fewer misfires

- Efficient combustion, lower emissions
  U-groove allows the spark to expand and fill the gap created by the ‘U’ shape

- Excellent durability
  U-groove is located on the ground electrode to minimise wear and ensure the U-groove lasts the lifetime of the plug

Wide heat range

- The best heat range coverage of any brand
  – without compromising on quality or performance

- Reduced stock levels
  – fewer parts numbers cover a wider heat range than competitor plugs, meaning less stock to hold

Standard Spark Plugs – Heat range comparison

<table>
<thead>
<tr>
<th>DENSO</th>
<th>16</th>
<th>20</th>
<th>22</th>
<th>24</th>
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</table>
Platinum | Long life performance

Many of today’s cars use platinum, long life spark plugs. DENSO pioneered that technology, applying erosion-resistant platinum to the centre and ground electrodes to maximize plug longevity and durability.

Twin Tip (TT) | High efficiency, lower costs

DENSO’s world-first, patented Twin Tip (TT) Spark Plugs feature a nickel centre and ‘twin’, 1.5mm diameter protruding ground electrode – achieving ignition efficiency close to Iridium, without expensive precious metals.

Improved output

> 1.1 mm Platinum centre electrode and Platinum tipped ground electrode ensure optimal performance
> Platinum’s superior resistance to erosion and corrosion enables DENSO Platinum plugs to create a spark plug capable of consistent, extended operation of up to 100,000 kilometres
> Delivers a stronger spark, easier start, improved acceleration and improved combustion efficiency
> Requires less voltage to ignite the air/fuel mixture

Reducing emissions

Improved ignitability leads to less combustion fluctuation, resulting in less fuel consumption and significantly reduced CO, CO₂ and CH emissions

Fuel efficiency

Excellent ignitability ensures better combustion that can ignite leaner mixtures, resulting in less misfiring than a Standard plug

Born for cold starts

Less voltage is required to start the engine, ensuring a quicker, stronger start even in extreme cold weather conditions

Highly consolidated range

The complete TT plugs range comprises just 13 convenient part numbers, that together cover an impressive 80% coverage of the top selling EU car parc

<table>
<thead>
<tr>
<th>Part number</th>
<th>Popular applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>K16TT</td>
<td>Fiat Seicento; Toyota Corolla/Yaris</td>
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<tr>
<td>K20TT</td>
<td>Peugeot 206; Vauxhall Astra/Corsa; VW Golf</td>
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<td>KH16TT</td>
<td>Citroën Xsara Picasso; Nissan Almera/Micra/Primera</td>
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<tr>
<td>KH20TT</td>
<td>Citroën C1; Peugeot 107/206/307; Toyota Aygo/Yaris</td>
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<td>Peugeot 106; Renault Clio/Megane</td>
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<td>Q20TT</td>
<td>Fiat Panda/Punto; Citroën AX; Ford Escort</td>
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<td>T16TT</td>
<td>Ford Ka/Scorpio; Chevrolet Trans Sport</td>
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<td>Ford Ka/Fiesta/Focus/Fusion, Vauxhall Zafira, Volvo C30/S40</td>
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<td>Daewoo Lanos; Fiat Cinquecento; Renault Laguna</td>
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<td>W22TT</td>
<td>Alfa Romeo 33/145/146, Fiat Uno, Seat Toledo</td>
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<tr>
<td>WF20TT</td>
<td>Fiat Panda, Vauxhall Corsa/Omega</td>
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</table>
Super Ignition (SIP) | Revolutionary OE technology

DENSO’s ground-breaking, Super Ignition (SIP) Spark Plug is the next generation Iridium/Platinum technology that’s making waves with vehicle manufacturers around the world. Featuring not one, but two ultra-fine, highly durable centre and ground electrodes, they produce exceptional spark and performance – even in the demanding environment of lean-burn petrol engines.

Iridium Ranges | Pioneering performance

The world’s smallest, 0.4mm radius Iridium alloy centre electrode technology delivered improved ignitability and engine performance, as well as reduced fuel consumption and exhaust emissions. With Iridium Power, Iridium Tough and Iridium Racing ranges, DENSO is the only brand to provide an Iridium choice for almost every vehicle.

Iridium Power
Iridium technology for the mainstream motorist:

> Improved ignitability
  Stronger spark delivers better ignition performance

> Improved output
  Low voltage requirement and high ignitability improve combustion

> Improved acceleration
  World’s smallest 0.4mm diameter centre electrode ensures superior acceleration response and fewer misfires

Iridium Tough
All the benefits of Iridium Power, combined with long-life Platinum technology:

> Longer lifetime
  Durability delivers an extra-long lifetime of up to 100,000km

> Better fuel economy
  Up to 5% better than most standard spark plugs

> Reduced maintenance
  Lifespan and durability ensure longer service intervals

> Ideal for LPG
  Able to withstand the severe ignition demands of LPG engines

Iridium Racing
The ultimate Iridium plug, delivering unbeatable performance and reliability on the racing circuit:

> Race-proven performance
  Outstanding engine response and racing-style acceleration, even the most demanding conditions

> Racing-style response
  Iridium alloy central electrode and platinum ground electrode provide ultimate acceleration, engine output, ignition and spark voltage

> The VM’s choice:
  Chosen as original equipment by Lexus, Honda, Hyundai, Nissan, Toyota, Subaru and Volvo

> Improved ignitability
  Electrode configuration produces an unparalleled reduction in quenching action

> Improved engine power
  Compared to Standard Spark Plugs, SIPs increase engine power by 4%

> Improved fuel consumption
  Excellent ignitability improves engine efficiency, reducing fuel consumption by up to 5% compared to Standard Spark Plugs

> Reduced maintenance
  The 0.55mm Iridium centre electrode and 0.7mm Platinum electrode ensure a long, maintenance-free life up to 100,000km

> Reduced emissions
  Reducing the level of CO₂ in vehicle exhaust emissions, SIPs help meet ever-tightening vehicle emission legislations, including Euro 5 and Euro 6
Introduction

Our OE-specification range includes Iridium, Standard and Platinum Spark Plugs, all offering innovative design features and unique performance benefits.

### Standard
- Copper glass seal aids heat dissipation
- U-groove technology

### Double Platinum
- Enhanced ignition, throttle response and acceleration
- Reduced emissions

### Twin Tip (TT)
- The first ever fine-wired Spark Plug without precious metal on the electrodes
- Decreases carbon dioxide emissions and dramatically improves fuel efficiency

### Super Ignition (SIP)
- Needle-shaped ground electrode
- Unparalleled reduction in quenching action

- 99% car parc coverage
- Consolidated range
- Patented U-Groove technology
- Patented 0.4mm Iridium technology
- Unique OE Super Ignition Plug (SIP) technology
- Unique TT (Twin Tip) Spark Plug technology
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Spark Plugs

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