

*DENSO*

# Automotive Spark Plugs

Market leading technology  
and performance



Driven by  
**Quality**

# Nickel TT | High efficiency, lower costs

The Nickel TT Spark Plug, a DENSO world-first innovation, features a nickel centre and a unique 'twin' 1.5mm diameter ground electrode, delivering outstanding ignition efficiency without expensive precious metals.

## Exceptional performance

> With a nickel centre and ground electrodes boasting a diameter of 1.5mm, Nickel TT Plugs generate a stronger spark and more effective ignition of the air-fuel mixture – enhancing the engine output.

## Improved reliability

> The diameter of the ground electrode, smaller than most conventional nickel plugs, requires a lower voltage to start the engine. This ensures a quicker and stronger start, even under extreme weather conditions.

## Lower fuel consumption

> The unique Twin Tip design offers excellent ignition equal to platinum plugs, and a further reduction in fuel consumption through a complete combustion of mixture in the cylinder.

## Highly Consolidated range

> The highly consolidated Nickel TT range brings advanced technology and the highest quality to the aftermarket, accommodating a majority of the European car parc.



# Iridium TT | Pioneering Performance

DENSO's landmark Iridium TT Spark Plug features the world's smallest diameter centre electrode at just 0.4mm and a 0.7mm ground electrode, offering superb ignition efficiency. This cutting-edge aftermarket range offers advanced OE-quality technology to a wider range of vehicles at an affordable cost.

## Ultimate performance

> The world's most ultra-fine 0.4mm centre electrode, 30% smaller than the nearest rival, generates a stronger, concentrated spark that allows the flame to expand more quickly to achieve optimal engine performance.

## Improved fuel economy

> Two needle-thin electrodes act as thinner 'fingers' generating a 360 degree spark which improves the ability of lean air and fuel mixes to ignite and optimise fuel economy.

## Unrivalled lifetime

> DENSO's unique iridium rhodium alloy contains the highest iridium ratio in the market for the center electrode, allowing for an unrivalled lifespan of 120,000 km to meet and exceed car OE maintenance requirements.

## Highly consolidated range

> The highly consolidated Iridium TT spark plug range caters for the majority of the EU car park, delivering excellent performance to a wide range of OE vehicles.



# Standard | Advanced Technology for general motoring

DENSO's Standard Spark Plug range delivers superb reliability, longer life and exceptional engine performance using our patented OE technologies.

## **Improved reliability**

> The Standard Spark Plugs range features our patented U-groove design, which can ignite leaner fuel mixtures and leads to fewer misfires.

## **Increased power**

> The U-groove generates a bigger spark on the Standard Nickel Spark Plug by filling the gap created by the 'U' shape on the ground electrode, increasing the power output.

## **Durable design**

> DENSO direct fit spark plugs have the same lifetime as recommended by the OEM, with the potential to easily upgrade to a long-life alternative.

## **Wide heat range coverage**

> DENSO's Standard Spark Plugs offers the best heat range coverage without sacrificing quality or performance.

## **Highly consolidated**

> The consolidated range, which uses fewer part numbers to cover a wider heat range, reduces the stock needed to store.



# Platinum | Long life performance

DENSO's Platinum Spark Plugs maximise plug longevity and durability through a unique erosion-resistant design – offering a longer life and high performance.

## **Durable design**

> The Platinum Spark Plug's superior resistance to erosion and corrosion guarantees reliable ignition.

## **Increased endurance**

> Extended lifetime of up to 100,000km.

## **A perfect start**

> The design features a 1.1mm platinum centre electrode and a platinum tipped ground electrode which ensures outstanding engine performance – delivering a stronger spark and an easier start.

## **Economical design**

> DENSO's Platinum Spark Plugs also reduce fuel consumption, as the smaller centre electrode design requires less voltage and improves the ability to ignite lean air/fuel mixtures.



# Super Ignition (SIP) and Iridium

Pioneering performance, revolutionary technology

DENSO's revolutionary Super Ignition (SIP) and OEM Iridium ranges boast a high quality catalogue for every need. Popular OE Spark Plugs for many vehicle manufacturers, the two ranges deliver improved ignitability and engine performance, reduced fuel consumption and exhaust emissions through DENSO's advanced technology.

## Improved performance

> Super Ignition Plugs feature a 0.55mm Iridium centre electrode and 0.7mm Platinum tip electrode, enhancing the ignitability of the Spark Plug to increase engine power.

## Reduced emissions

> Improved engine efficiency can reduce fuel consumption and meet tightening vehicle emission legislations, including Euro 5 and Euro 6, by reducing the level of CO<sub>2</sub> and other harmful emissions.

## Durable design

> The Iridium Platinum used in the Iridium and Super Ignition ranges enhances the durability and reliability of the Spark Plug, guaranteeing a long maintenance-free life of up to 150,000km.

## VM's choice

> Chosen as original equipment by Lexus, Honda, Hyundai, Nissan, Toyota, Subaru and Volvo, Iridium and Super Ignition Spark Plugs offer a trusted ignition product of the highest quality available on the market.



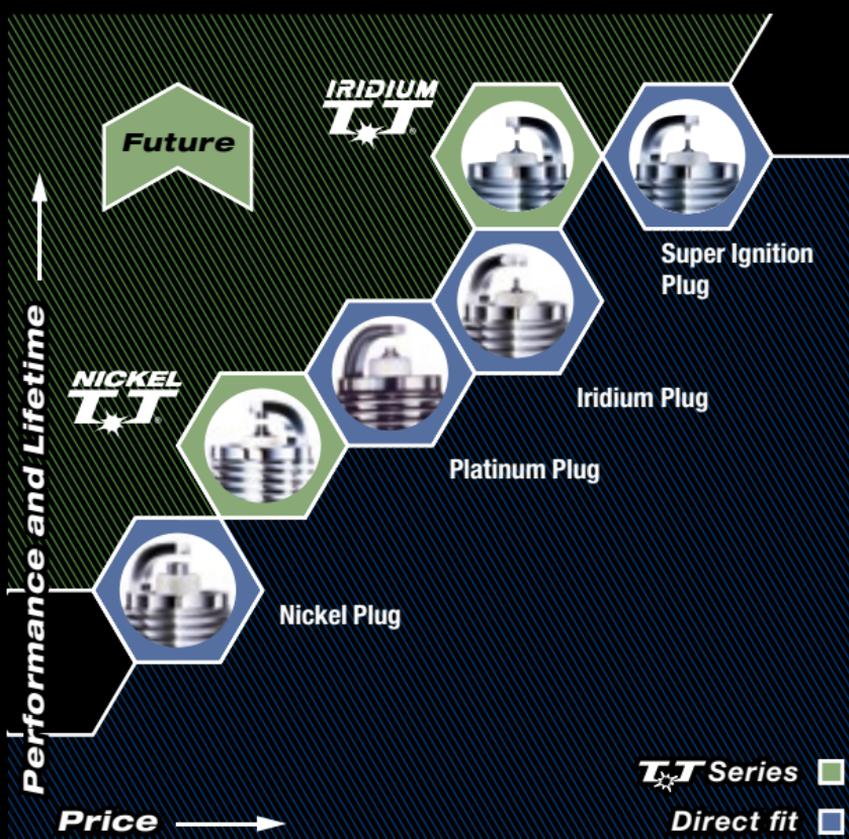
# Automotive Spark Plugs

The DENSO Difference

Only DENSO provides pioneering spark plug technology, excellent performance and choice across all brands. DENSO has been setting this standard for spark plug technology since 1959.

At DENSO, we develop all our ranges in-house and manufacture them in our own QS 9000 and ISO 9000 certified factories worldwide. DENSO maintains the highest standard of quality and a steadfast commitment to R&D guarantees exceptional automotive engine performance.

DENSO's unique Spark plug range delivers leading OE quality to the aftermarket. Our OE-quality range includes Twin Tip (TT), Iridium, Platinum, Nickel and Super Ignition Plugs (SIP).



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