

DENSO

DENSO Iridium Spark Plugs

Ultimate performance,
pioneering technology



Driven by
Quality

Spark Plugs | The DENSO difference

DENSO is at the forefront of Spark Plug technology and of OEM automotive components and systems.

This experience, alongside our investment in R&D and links to top level motorsports including the Lexus Sard Racing Team (Super GT) and the Honda LCR MotoGP team, enables us to pioneer important innovations that we pass on in our Iridium ranges.

DENSO Iridium – for drivers that care about:

- > The next level of response
- > Great acceleration and torque compared to regular plugs
- > Superb fuel consumption for daily journeys
- > Powerful performance



Introduction | The complete DENSO family

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



Super Ignition



Iridium Racing



Iridium Tough



Iridium Power



TT



Platinum



Standard



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

Iridium Power

DENSO's Iridium Power Spark Plugs give a stronger spark and better ignition performance.

Using our patented Iridium alloy, the plugs are extremely tough, wear-resistant and can withstand the most severe conditions.

IRIDIUM POWER®

Improved output

- > Low voltage requirement and high ignitability give superior combustion, resulting in fewer misfires and improved engine power output

Improved acceleration

- > World's smallest 0.4mm diameter centre electrode gives superior acceleration response and fewer misfires

Improved power

- > Unmatched power output and performance delivered by 0.4mm centre electrode

Improved fuel consumption

- > Superior ignitability of micro-fine centre electrode enables improved engine performance and improved fuel economy of up to 5% compared to standard plugs



Iridium Tough

All the performance benefits of Iridium Power with an extended lifetime of up to 100,000km.

Expect enhanced acceleration and throttle response, and improved fuel economy by up to 5% over most standard plugs.

IRIDIUM TOUGH®

Longer lifetime

- > The DENSO Iridium Tough range is the optimal solution for gas operated engines (LPG)
- > Iridium and Platinum technologies combine to create a plug with an extra-long lifetime of up to 100,000km
- > Long lifespan and extra durability offers motorists a longer service interval and reduced plug maintenance

Improved fuel consumption

- > Excellent ignitability of 0.4mm central electrode improves efficiency of engine performance
- > This results in reduced fuel consumption and lower exhaust emissions

Improved ignitability

- > 0.4mm diameter centre electrode has lower voltage requirement, so enhances ignitability
- > Excellent ignitability means fewer misfires and increase engine power output

Improved acceleration

- > Acceleration response is boosted by ultra-fine 0.4mm central electrode
- > Proven enhanced engine performance and acceleration compared to standard plugs



Iridium Racing

Race-proven ignition performance, excellent response and racing-style acceleration.

The plugs feature our special Iridium-Rhodium alloy, 0.4mm central electrode and a Platinum ground electrode – for ultimate acceleration, engine output, ignition and spark voltage.

IRIDIUM RACING®

Improved output

- > Iridium Racing plugs deliver the ultimate ignition performance and spark voltage; reducing the chances of misfires
- > Tested and developed for top level motor racing to offer enhanced engine output, reliability and durability

Improved acceleration

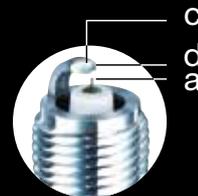
- > DENSO Iridium Racing plugs enable drivers to experience superb engine response and noticeably increased acceleration
- > The 0.4mm fine central electrode and patented alloys combine to deliver outstanding ignition performance, reliability and unmatched spark voltage in even the most demanding engine conditions



Iridium | Unique technology

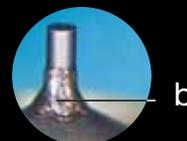
a 0.4 mm dia. Ultra-fine Iridium centre electrode

- > The world's finest Iridium centre electrode; made from DENSO-patented Iridium alloy for lower voltage and better ignitability.



b 360° Laser welding

- > The Iridium tip is joined with a highly reliable '360° Laser Welding' process to withstand all kinds of driving conditions.



c Taper cut ground electrode

- > The fine taper reduces flash suppression and improves ignitability, smoothing the fuel-air mixture for steady ignition.

d U-Groove ground electrode

- > Allows a large space for the flame kernel; producing a low spark voltage without increasing the gap, and superb ignitability.



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