



# POWER. ECONOMY. ENDURANCE.

DENSO's commitment to technology has produced the most advanced spark plug on the market: the DENSO Iridium TT®. These spark plugs deliver the best all-around performance, exceptional fuel economy and extraordinary endurance. In fact, they're designed to last beyond 100,000 miles, all while providing better horsepower, torque and fuel economy than any other spark plug. DENSO Iridium TT Spark Plugs – for drivers who know that true performance is more than just speed.

For over 60 years, DENSO has been leading the way bringing new technology to drivers around the world. DENSO revolutionized spark plug design with our U-Groove spark plugs, and DENSO pioneered platinum and iridium technology for spark plugs. The end result is a full line of spark plugs designed for a wide range of applications. So when it's time for new spark plugs, be sure to select the technology that's right for your vehicle.

#### LONGER LIFETIME

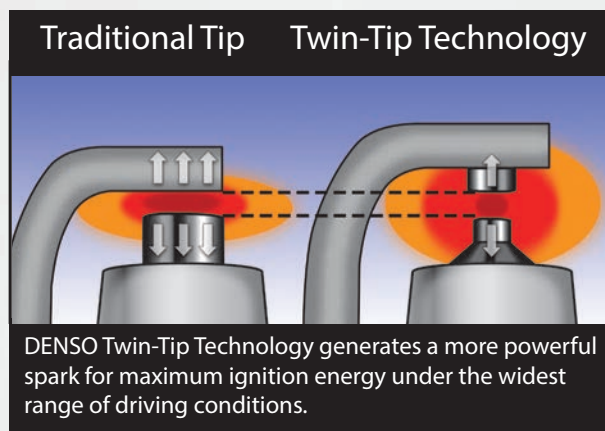
Iridium and platinum technologies combine with our patented 360-degree laser welding process to create a plug with a lifetime over 100,000 miles.

#### IMPROVED IGNITABILITY

DENSO's TT or "Twin-Tip" technology promotes the largest spark energy concentration and explosion, which translates into improved acceleration and economy. The Iridium TT features the world's smallest 0.4mm Iridium center electrode and 0.7mm needle tip ground electrode, which minimizes spark interference and thus maximizes ignitability. The result is the best performance you can buy, with better power, torque, and fuel economy than any other spark plug.

#### PATENTED ALLOY

DENSO's patented Iridium alloy has the highest Iridium concentration which makes it more durable and produces a dramatic improvement in spark plug life.



#### DENSO

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DENSO

## CHOOSING THE RIGHT TECHNOLOGY MAKES ALL THE DIFFERENCE

### TWIN-TIP TECHNOLOGY

DENSO Twin-Tip Technology enables the combination of OE durability with the Power and Torque of high performance spark plugs



**IRIDIUM  
TT**

- Twin-tip 0.4mm iridium center and 0.7mm platinum ground electrodes
- Endurance over 100,000 miles
- Increased performance, and fuel economy



**PLATINUM  
TT**

- Twin-Tip 1.1mm platinum center and 1.5mm titanium enhanced ground electrodes
- Improved fuel economy
- Better engine performance

### OE HERITAGE

DENSO partners with OEM and pioneers spark plug technology development to provide the best spark plugs for your vehicle



**U-GROOVE**

- Patented U-Groove technology
- Improved ignitability
- Better fuel efficiency and throttle response



**DOUBLE PLATINUM**

- OE grade platinum on both center and ground electrodes
- Durability over 60,000 miles
- Sustained performance over plug life



**IRIDIUM LONG LIFE**

- Latest OE technology with DENSO patented iridium alloy
- Durability over 110,000 miles
- OE - needle to needle (SIP) types for late model applications

### HIGH PERFORMANCE

Race proven, High Performance spark plugs for the most demanding automotive, motorcycle, powersports, and nautical environments



**IRIDIUM POWER®**

- World's smallest iridium center electrode 0.4mm for improved spark for maximum combustion
- U-Groove and taper cut ground electrodes to maximize flame propagation
- Variety of heat range choices available



**IRIDIUM RACING®**

- Top of the line racing specification spark plugs for elite tuners and serious enthusiasts
- 100% Platinum ground electrode, upgraded ceramic insulator
- Burnished nickel plating for high temperature endurance and superior corrosion resistance