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DENSO Iridium plug

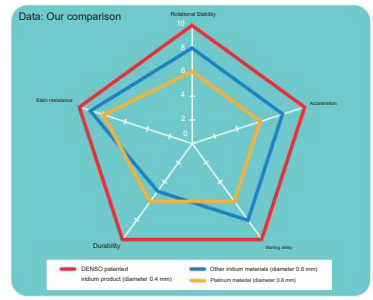


IRIDIUM POWER®

As a comprehensive manufacturer of automotive parts, DENSO has developed numerous new products. In particular, in the field of spark plugs, the company has continued to provide the world with world-class technology, such as the wide-U plug introduced in 1975 and the long-life platinum plug introduced in 1983.
Furthermore, in April 1997, in response to recent demands for high power output, fuel efficiency, and low emissions, DENSO developed the world's first long-life iridium spark plug for automobiles and began supplying it to automakers. Then, in April 1998, applying that technology, DENSO developed "IRIDIUM POWER" for four-wheel tuning—the world's first and smallest spark plug featuring a long, ultra-fine 0.4 mm iridium center electrode. The high performance achievable only with a 0.4 mm iridium electrode —and the astonishing durability provided by Denso's patented new iridium alloy— caused a sensation in the tuning industry.The moment had finally arrived for users to experience a sense of acceleration unlike anything offered by previous spark plugs.Now, it's your turn to use IRIDIUM POWER and enjoy a driving experience like never before.

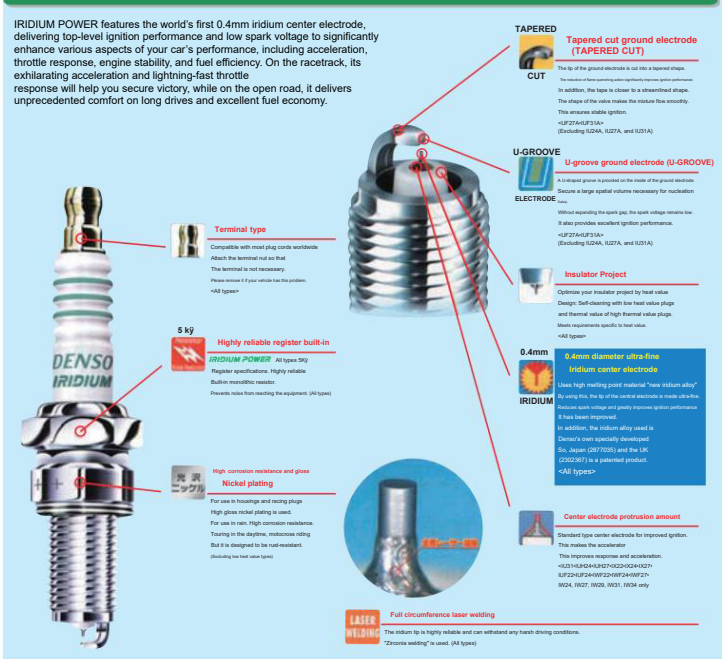
0.4mm IRIDIUM POWER With various performance BEST!

DENSO thoroughly evaluated the performance requirements for motorcycle spark plugs and incorporated them into the design specifications for IRIDIUM POWER. These performance characteristics include rotational stability, acceleration, starting performance, durability, and resistance to fouling, as shown in the figure on the right.
IRIDIUM POWER outperforms electrode materials of 0.6 mm or thicker in every respect. DENSO's proprietary, patented new iridium alloy has made the 0.4mm electrode possible.
DENSO pursues not just balance, but the very best in every aspect of performance.
(Japanese Patents: 2877035, 2921524, 3000955; U.S. Patent: 5977695; U.K. Patent: 2302367)



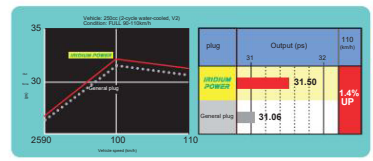
0.4mm is only availableat DENSO!

IRIDIUM POWER features the world's first 0.4mm iridium center electrode, delivering top-level ignition performance and low spark voltage to significantly enhance various aspects of your car's performance, including acceleration, throttle response, engine stability, and fuel efficiency. On the racetrack, its exhilarating acceleration and lightning-fast throttle response will help you secure victory, while on the open road, it delivers unprecedented comfort on long drives and excellent fuel economy.



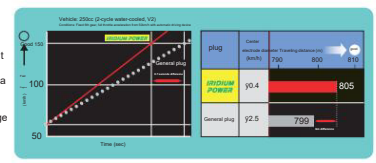
Improved combustion for better output UP!

IRIDIUM POWER features a low spark voltage and high ignition performance, which reduces misfires and ignition failures across a wide range of operating conditions and significantly improves combustion efficiency.
As a result, engine output increases.
The graph on the right shows the results of bench tests conducted on a motorcycle engine to measure the power increase resulting from IRIDIUM POWER's combustion-improving effects. Compared to a standard spark plug, power output increased by 0.5 ps (1.4%) at 110 km/h.



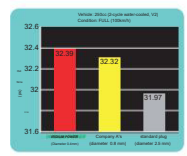
High ignition performance and acceleration UP!

The difference in IRIDIUM POWER's performance is most evident in its acceleration.
IRIDIUM POWER features a 0.4mm iridium center electrode and a specially shaped ground electrode, achieving unprecedented ignition performance and a low spark voltage. Consequently, IRIDIUM POWER experiences fewer misfires in high-spark-voltage ranges and in areas where ignition is difficult, enabling high-response operation under a wide range of conditions.
As a result, acceleration performance is improved compared to when using standard spark plugs.



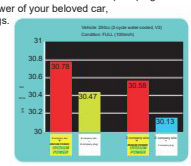
Power in a variety of driving ranges UP!

The power generated by the IRIDIUM POWER's 0.4mm center electrode is in a league of its own. The graph on the right compares the power increase when installing IRIDIUM POWER versus other high-performance spark plugs. IRIDIUM POWER features an ultra-fine 0.4mm electrode, delivering a greater power increase than plugs with 0.8mm or 2.5mm electrodes.This difference in power translates into better acceleration, which is reflected in lap times.



With High-performance wire A PERFECT MATCH!

IRIDIUM POWER delivers top performance even when used in combination with the high-performance wires that are currently all the rage.
The graph on the right shows the results of power measurements taken with 2 types of high-performance wires; the "high-performance wires + IRIDIUM POWER" combination clearly delivers a greater power boost than the "high-performance wires + manufacturer-recommended spark plugs" combination.
IRIDIUM POWER boosts the power of your beloved car, regardless of your engine settings.



DENSO Iridium Spark Plugs Quick Reference

Heat value	Iridium Power		Iridium Tough		Iridium Racing			Adaptation		
	Model	price	Model	price	Diagonal ground	Horizontal ground	price	Manufacturer	Engine model	Vehicle name
#5	IQ16	1,500	VQ16	1,800				Nissan	RB26DETT	Skyline
#6	IQ20	1,500	VQ20	1,800					RB20DE(T)	Skyline
#7	IQ22	2,000	VQ22	2,200				Toyota	4AG (Z)	Celica,MRII, AE86
#8	IQ24	2,000			IQ01-24	IQ02-24	3,200		7MG	Soarer, Mark II, Supra
#9	IQ27	2,000			IQ01-27	IQ02-27	3,200		1G-G	Soarer, Mark II, Supra
#10	IQ31	2,000			IQ01-31	IQ02-31	3,200			
#11	IQ34	2,000								
#5	IK16	1,500	VK16	1,800				Nissan	RB26DETT	Skyline
#6	IK20	1,500	VK20	1,800					SR20DE(T)	Silvia, 180SX
#7	IK22	2,000	VK22	2,200				Toyota	3SG	Altezza, MRII
#8	IK24	2,000			IK01-24	IK02-24	3,200		1JZ, 2JZ	Soarer, MarkII, Supra
#9	IK27	2,000			IK01-27	IK02-27	3,200	Honda	B18	Integra(R)
#10	IK31	2,000			IK01-31	IK02-31	3,200		B16	Civic
#11	IK34	2,000						Subaru	EJ20	Legacy, Impreza
#5	IW16	1,500	VW16	1,800				Nissan	L20-L28	GC10, S30, S130
#6	IW20	1,500	VW20	1,800					L14-L18 510	Bluebird
#7	IW22	1,500	VW22	1,800					Z18, Z20 910	Bluebird
#8	IW24	2,000			IW01-24		3,200		A12-A15	B110-310 Sunny
#9	IW27	2,000			IW01-27		3,200		FJ20E(T)	DR30 Skyline
#9.5	IW29	2,000			IW01-29		3,200	Toyota	3K, 4K	KP47-61 Starlet
#10	IW31	2,000			IW01-31		3,200		2TG, 18RG	TE, TA, RA Celica Corolla
#11	IW34	2,000			IW01-34		3,200	Mitsubishi	4G63	Lancer (Evo I - V I)
#9					IRE01-27		3,200	Matsuda	12A	Savannah (SA22C)
#10					IRE01-31		3,200		13B (Turbo)	Savanna (FC3S)
#10.5					IRE01-32		3,200		13B-REW	Savanna (FD3S)
#11					IRE01-34		3,200			

*The listed price is the base price. Consumption tax will be added separately.