



Patented iridium centre and platinum ground electrode ensures maximum life.

Exclusive Heat-Active™ alloy maintains stable operating temperature under all engine loads.

Fine-wire centre electrode & V-trimmed ground electrode produce the sharpest spark focus.

# Champion and the V8 Ute Racing Series.



Vehicles competing in the grunt-fuelled V8 Ute Series require incredible horsepower and heat tolerance to attain success. Known for their ability to deliver within both these categories, Champion spark plugs have been making their mark on Australian V8 Ute Series events.



In 2011, all teams racing in Australia's V8 Ute Racing Series use top quality, Champion Iridium™ Spark Plugs – the same plugs used and trusted by many regular Australian road users. Several of the drivers involved made comment on how they have been impressed by the consistent performance and durability of Champion plugs.

2010 V8 Ute Racing Series winner, Grant Johnson from Hi Tech Motorsport, says he's had 100% dependability and stellar performance from the Champion plugs. According to Grant, the reliability of the Champion plugs contributed to his outstanding results on the track in 2010.

Former go-kart racer turned V8 ute racer, Ryal Harris, credits Champion Iridium™ Spark Plugs with delivering better lap times during his races in 2010. His year's highlights include achieving a lap record at the Armor All Gold Coast 600 as well as coming third at Bathurst.

Champion Iridium™ Spark Plugs have proven themselves across all eight of the 2010 V8 Ute Racing Series rounds, offering performance enhancement plus absolute reliability. Given the tough and gruelling conditions of the series, there simply couldn't be a better endorsement of the quality behind the Champion brand.



EST. 1907  
PERFORMANCE DRIVEN™

For Champion tech support call  
(AUS) 1800 245 748 (NZ) 0800 809 808  
or visit [www.motospecs.com.au](http://www.motospecs.com.au)

# V8 Utes Australia now harness the Power of Two.



EST. 1907  
PERFORMANCE DRIVEN™

Champion Iridium™, the official spark plug for the Australian V8 Ute Racing Series



# What makes a champion.

## CHAMPION IRIDIUM™

High performance with dual precious metals without the premium.

The pioneers of Iridium in aviation and industrial spark plugs have now created the ultimate automotive spark plug. Champion Iridium™ combines a patented iridium fine-wire centre electrode and V-trimmed platinum ground electrode to deliver long-lasting performance in every spark.

With its stabilising effect on ignition voltage as well as its excellent wear characteristics, Iridium automotive spark plug technology is fast becoming the technology of choice for OEM engine manufacturers and performance enthusiasts around the world.

The power of these dual precious metals has been enhanced with Champion's exclusive Heat-Active™ Alloy to maintain a stable operating temperature under all engine loads. All these add up to the ultimate in spark plug performance and durability, and the ultimate in driving performance for you.

### Why Champion Iridium™ is the best performer

	Conductivity	Durability	Sharp Focus
Standard Resistor/Copper Plugs	Good	Good	Sharp
Platinum/Double Platinum	Good	Very Good	Sharper
<b>iridium</b>	<b>Excellent</b>	<b>Excellent</b>	<b>Sharpest</b>

# Proven Performance.

Champion is the World's number 1 selling spark plug offering proven performance.

The need for absolute reliability and increasing longevity under hostile operating conditions is the driving force behind Champion's program of continuous technological innovation – a program which has created some of the most advanced spark plug technology available. In addition to the Champion Iridium™, the Champion spark plug range includes:

## Double Platinum

Enhanced to deliver more powerful performance for quicker acceleration and a smoother idle.

Double Platinum Power has platinum on both the centre and ground electrodes to ensure longer life and minimal wear on both electrode surfaces. Fine wire and "V"-trimmed electrodes create sharper spark focus than conventional plugs for more power and quicker acceleration.

## Single Platinum

Delivers powerful performance and increased durability.

Centre electrode platinum tip wears less than a standard spark plug. This assists the spark in maintaining its gap setting throughout its life. Exclusive thin-wire centre electrode and "V"-trimmed ground electrode creates sharp spark focus and less spark scatter enabling better engine performance.

## Gold

Engineered specifically for local market.

Massive copper core centre electrode provides 120% more spark area of conventional designs for improved spark plug gap life. Exclusive Heat-Active Alloy allows spark plug ground electrodes to reach optimal temperature quickly and maintain stable operating temperature under all engine loads.

## Copper Plus

Provides dependable performance and durability.

Built to ISO and SAE standards for proven performance. Copper core centre electrode allows for accurate control of heat range, optimising the performance and longevity of the spark plug.



# Champion

– the choice for champions.

When you choose Champion spark plugs, you're taking advantage of more than 100 years of design, development and manufacturing expertise.

Impressively, more than 400 Formula 1 winners to date have been driving vehicles fitted with Champion spark plugs. Plus, at least half of all cars at the start grid in today's F1 races have engines fitted with Champion spark plugs. That kind of confidence speaks volumes about the performance, reliability and durability of the brand.

Here's what other Champions say about Champion.

## Rodney Sylvestro

Top Fuel Motor Cycle Rider

Rodney Sylvestro risks his life every time he races. In the event that his spark plug fails, its likely that the bike's engine would explode. Rodney has absolute faith in Champion spark plugs, and says with confidence that he would never change his manufacturer.



## Victor Bray

Top Alcohol Door Slammer Champion

According to Victor, there is no other spark plug to use if you want reliability and performance. Drag racing vehicles are incredibly powerful, producing 8000 horsepower compared to the average car that produces 300 – 400 horsepower. With cars like these there can be no compromise on the choice of parts such as spark plugs.



## Michael Gilbertson

Australian Pro Stock Motorcycle Champion

When even the smallest fraction of a second can make the difference between winning and losing, professional racers know there is no room for compromise. Michael Gilbertson says he has secured both his drag racing titles with the help of Champion spark plugs. You simply can't compromise on the spark plugs you use. The spark plug is one of the most important factors in generating horsepower, and if you opt for an inferior plug there is simply no way you can create the horsepower required to achieve results in this sport.

