

The Power of Two



**HARNESS THE POWER OF IRIIDIUM AND PLATINUM
TO GIVE YOU ULTIMATE PERFORMANCE AND LONG LIFE.**



EST. 1907

PERFORMANCE DRIVEN™

CHAMPION IRIDIUM™

THE BRIGHTEST SPARK

High performance with dual precious metals.

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.



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 produce sharpest spark focus.

Why Champion Iridium™ is the best performer.

	Conductivity	Durability	Spark Focus
Standard Resistor/Copper Plugs	Good	Good	Sharp
Platinum/Double Platinum	Good	Very Good	Sharper
Iridium	Excellent	Excellent	Sharpest

