Not all spark plugs are created equal.
There’s a common misconception that the best choice for replacement spark plugs is the one made by the original equipment manufacturer. But did you know that in some cases, the OE manufacturer’s replacement plug is not exactly the same as the plug that came on your vehicle?

Compare feature-for-feature and you’ll see that Bosch Iridium is the best choice for your vehicle.

From the brand trusted in the world’s most advanced engines.
Since 1902, Bosch has set the standard in spark plug technology with innovative, performance-proven products trusted by original equipment manufacturers worldwide.

Production takes place in the most sophisticated manufacturing facilities in the world, where Bosch quality control standards assure that every plug bearing the Bosch name earns it.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ultra fine wire design</td>
<td>Ignitability/Performance</td>
</tr>
<tr>
<td>Iridium center electrode</td>
<td>Long life/Durability</td>
</tr>
<tr>
<td>360° continuous laser welded center electrode</td>
<td>Long life/Durability</td>
</tr>
<tr>
<td>Tapered ground electrode</td>
<td>Ignitability/Performance</td>
</tr>
<tr>
<td>Iridium-platinum alloy tipped ground electrode</td>
<td>Long life/Durability</td>
</tr>
<tr>
<td>Laser welded ground electrode</td>
<td>Long life/Durability</td>
</tr>
<tr>
<td>Nickel plated housing</td>
<td>Corrosion/Anti-seize protection</td>
</tr>
</tbody>
</table>

- Has this feature
- Depends on manufacturer
* No precious metal in ground electrode

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**Iridium Spark Plugs**

**Bosch Iridium**

**Autolite XP**

**NGK Iridium IX**

**Champion Iridium**

**AC Delco Professional Iridium**

**Denso Iridium Power**
The Best of OE Technology
You don’t have to choose between high performance and long life in your iridium spark plug. Bosch Iridium is engineered to deliver both. Bosch original equipment design, materials and processes represent the best of OE technology. The ultra fine wire design and laser welded tapered ground electrode deliver optimum performance, while the iridium center electrode and platinum ground electrode help it to go the distance. Unlock the performance in your engine with Bosch Iridium Spark Plugs.

Feature | Benefit
--- | ---
Center electrode:  
- 360° continuous laser welding to fuse the iridium firing pin  
- Ultra fine wire design  
- Copper core |  
- Promotes durability and longest life  
- Delivers exceptional ignitability and performance  
- Provides broader heat range to resist pre-ignition and fouling
Ground electrode:  
- Tapered shape  
- Laser welded iridium-platinum alloy inlay  
- Copper core (when required) |  
- Reduces flame shrouding for improved combustion and more power  
- Promotes durability and longest life  
- Provides broader heat range to resist pre-ignition
Nickel-plated shell with rolled threads  
Ribbed insulator design  
7-year performance satisfaction guarantee |  
Provides complete anti-seize and corrosion protection  
Prevents misfires due to flash-over  
Gives you miles of worry-free driving

4X longer service life compared to standard copper plugs
Brand trusted in the world’s most advanced engines
OE design for optimum fit and function