

The Maintenance Solution When Performance Counts.



*All Champion spark
plugs are engineered
to deliver the ideal
maintenance solution
for every type of
vehicle ... and every
kind of customer.*

*Champion uses a
proprietary approach
to designing its
comprehensive line of
automotive spark plugs.*

*No matter what engine
or vehicle make,
Champion delivers
optimal performance.*

CHAMPION® IRIIDIUM



Patented Iridium
center and
platinum ground
electrode ensures
maximum life.



Fine-wire center
electrode and
V-trimmed ground
produces sharpest
spark focus.

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

DOUBLE PLATINUM POWER™



Patented center
and ground electrode.
Uses proprietary ground
electrode weld process to
ensure longer life.



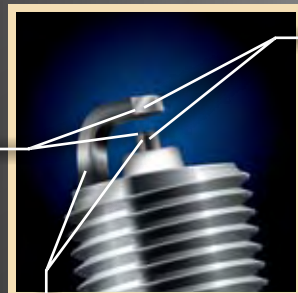
Fine-wire center
electrode and
V-trimmed ground
produce sharper
spark focus.

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

PLATINUM POWER™



Patented center
electrode for long life.



Thin-wire center
electrode and
V-trimmed ground
produce sharp spark
focus.

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