

# OE Fine Wire **Spark Plugs**



**BOSCH**

Invented for life

# Bosch is not offering an aftermarket solution – it's bringing its latest OE technology to the aftermarket.

As direct injection continues to grow across all makes (Domestic, Asian and European vehicles) – and ignition systems continue to increase in voltage output – things like advanced ceramic technology, spark position and correct gap are more critical than ever.

Recognizing this, Bosch created the OE Fine Wire Spark Plug series for the aftermarket – including Double Iridium, Double Platinum and Platinum plugs. These spark plugs have an Original Equipment (OE) specific design and are manufactured to be OE equivalent in fit, form and function.

## Bosch OE Fine Wire Spark Plug Comparison

Feature	Benefit	Double Iridium	Double Platinum	Platinum
Service life vs. standard copper plugs	Longer life	4X	3X	2X
Customer satisfaction guarantee	Miles of worry-free driving	7 years	5 years	4 years
Precious metal	Performance/Long life	Highest performance/ Longest life (iridium inlay ground electrode and iridium firing pin)	Longer life (platinum inlay ground electrode and platinum firing pin)	Improved performance life (platinum tipped center electrode)
Original equipment specific fine wire design	Reduces voltage requirement and flame quench for improved ignitability	✓	✓	✓
Pre-gapped	No gapping required	✓	✓	✓
Turbo, Gasoline Direct Injection (GDI) compatible	Spark position matches OE for functionality with new GDI technology	✓	✓	✓

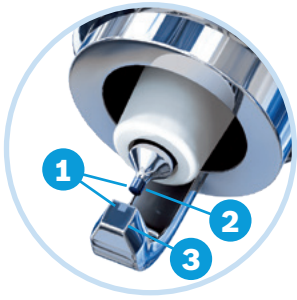
**OE Replacement**

**Longer Service Life**

**No Gapping Needed**

**No Anti-Seize**

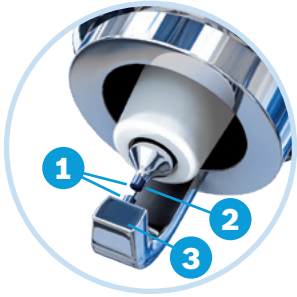
## Double Iridium



Unique iridium alloy developed by Bosch provides exceptional ignitability and performance\*

- 1 Double Iridium firing pin and ground electrode inlay provide 4X longer service life\*
- 2 0.6mm fine wire firing pin provides better ignitability and durability
- 3 Tapered ground electrode provides better ignitability\*

## Double Iridium Pin-To-Pin



Unique iridium alloy developed by Bosch provides exceptional ignitability and performance\*

- 1 Double Iridium firing pin and ground electrode pin for higher performance
- 2 0.6mm fine wire firing pin provides better ignitability and durability
- 3 Laser weld provides superior retention of iridium alloy pin to the ground electrode

## Double Platinum



Greater performance, extended life and durability\*

- 1 Laser welded platinum inlay ground electrode provides 3X longer service life\*
- 2 0.6mm fine wire firing pin provides better ignitability and durability

## Platinum

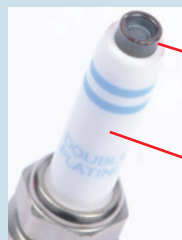


Improved ignitability and performance\*

- 1 0.6mm fine wire firing pin provides better ignitability and durability

# Bosch OE Specialty Spark Plugs

## Cup Connection\*\*



Cup-shaped terminal nut

Advanced ceramic

Smaller terminal means more ceramic and higher flashover protection

## Extended Projection\*\*

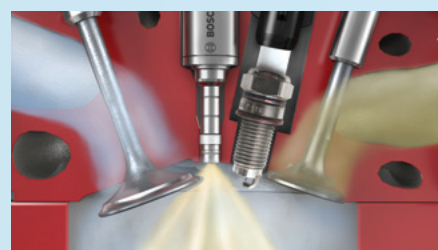


Double hexagon



Provides better spark position for better flame growth

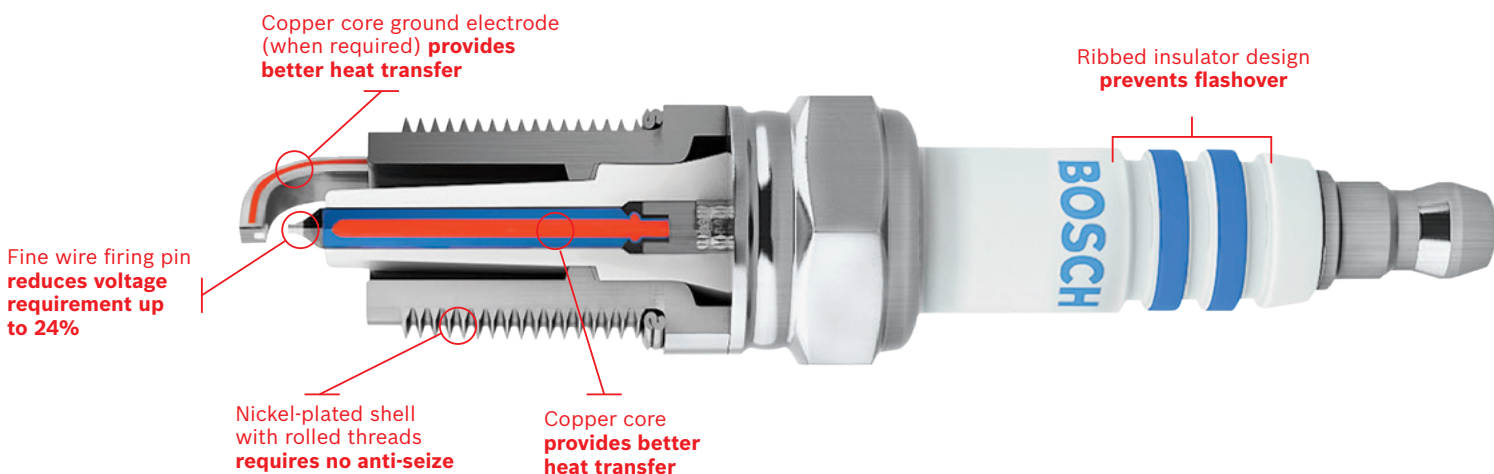
## Electrode Indexing\*\*



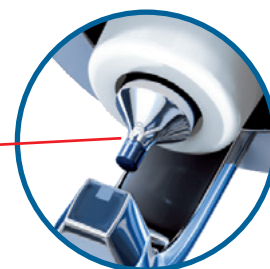
Optimizes the position of the electrodes and spark towards fuel spray

\*\*Application specific

## OE Fine Wire



Exclusive 360° *continuous* laser weld fuses corrosion-resistant precious metal firing pin to base for durability and longest life.\*



## Satisfaction Guarantee\*\*\*

If your customer is not satisfied or does not experience quicker starts and smoother acceleration, Bosch will fully refund your customer for the purchase price of the plugs.

## Professional Technician Warranty\*\*\*



- ▶ 1-year limited warranty
- ▶ Covers product and labor
- ▶ Valid for licensed automotive repair shops

\*\*\*See [www.BoschAutoParts.com](http://www.BoschAutoParts.com) for details and forms.



## Market Trends

Today, consumers are looking for products with improved performance and extended life to maximize their investment. The Bosch OE Fine Wire Spark Plug series presents the best solution to meet the challenge of **increasing your spark plug sales and profitability** in today's market.

Selling premium spark plugs helps **grow sales dollars** and meet consumers' purchase criteria.

The Bosch OE Fine Wire Spark Plug series offers the latest in proven spark plug technology supported by a quality brand. Competitively priced, these plugs bring significant value as an OE replacement alternative.

## Did you know?

Car manufacturers are no longer loyal to particular brands or manufacturers of spark plugs. Today you can find European and Asian spark plug manufacturers supplying some Domestic vehicles as well as the European and Asian makes.

**You may also find cases of multiple spark plug manufacturers as the OE supplier for a single engine, on a global scale.** An OEM may select multiple spark plug suppliers based on:

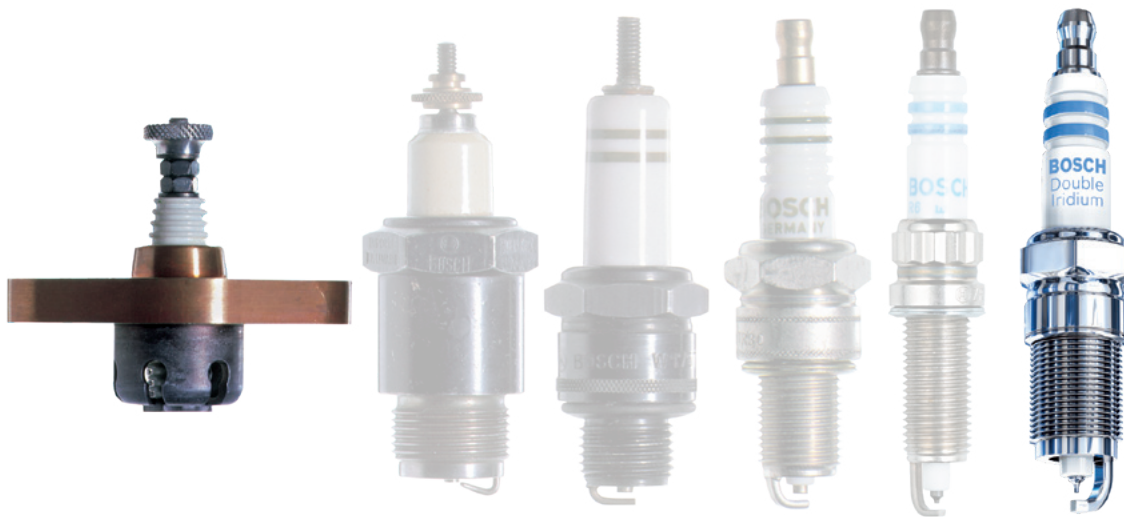
- ▶ Technology
- ▶ Durability
- ▶ Pricing
- ▶ Manufacturing location
- ▶ The increasing complexity of today's, as well as future engine concepts
- ▶ Covering high volume demand driven by global engine/vehicle platforms

That's how OEMs achieve their goal to become or remain a competitive global player in the market.

The Bosch OE Fine Wire series allows you to choose a spark plug that **has the specifications, features, and benefits of the Original Equipment spark plug** but, in many cases, delivers better performance and a better value than the brand or the spark plug that originally came with the vehicle.

## Why Bosch OE Fine Wire Spark Plugs?

- ▶ OE-specific design
- ▶ Better value
- ▶ Better performance
- ▶ Professional Technician Warranty



1902  
Spark  
Plug

Current  
Spark  
Plug



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