

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.

Feature	Benefit	Bosch Iridium	Autolite XP	NGK Iridium IX*	Champion Iridium	AC Delco Professional Iridium	Denso Iridium Power*
Ultra fine wire design	Ignitability/Performance	●	●	●	●	●	●
Iridium center electrode	Long life/Durability	●		●	●	●	●
360° continuous laser welded center electrode	Long life/Durability	●					
Tapered ground electrode	Ignitability/Performance	●	●	●	●		●
Iridium-platinum alloy tipped ground electrode	Long life/Durability	●					
Laser welded ground electrode	Long life/Durability	●					
Nickel plated housing	Corrosion/Anti-seize protection	●	●			○	●

● Has this feature

○ Depends on manufacturer

* No precious metal in ground electrode

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.



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Iridium Spark Plugs



BOSCH
Invented for life

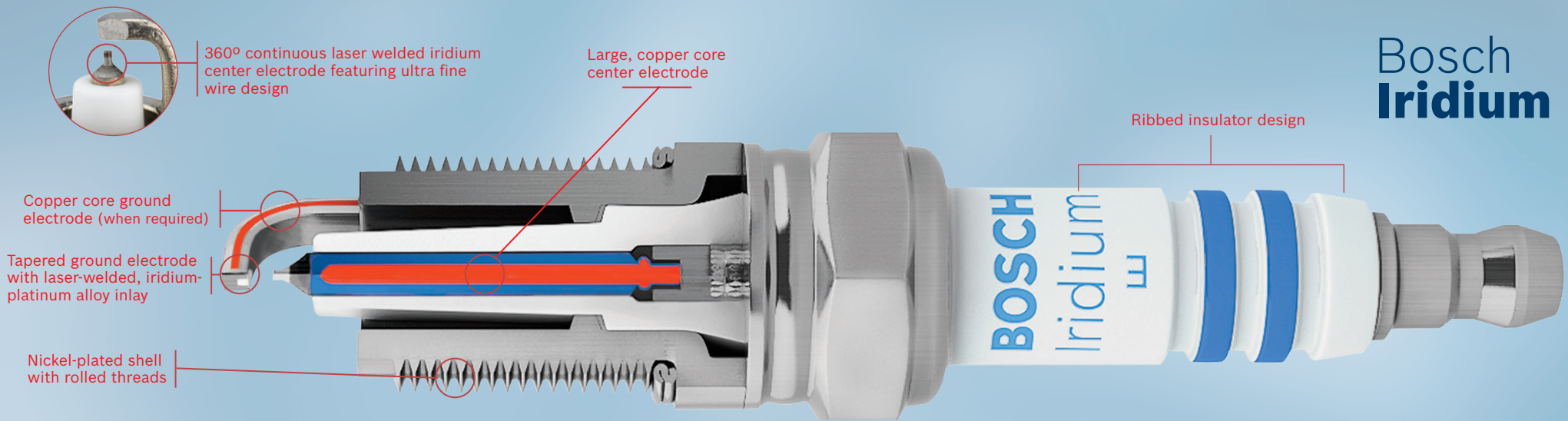
Bosch
Performance

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BOSCH
Invented for life



Engineered for **high performance and long life**

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

Center electrode:

- 360° continuous laser welding to fuse the iridium firing pin
- Ultra fine wire design
- Copper core

Ground electrode:

- Tapered shape
- Laser welded iridium-platinum alloy inlay
- Copper core (when required)

Nickel-plated shell with rolled threads

Ribbed insulator design

7-year performance satisfaction guarantee

Benefit

- Promotes durability and long life
- Delivers exceptional ignitability and performance
- Provides broader heat range to resist pre-ignition and fouling

- Reduces flame shrouding for improved combustion and more power
- Promotes durability and long life
- Provides broader heat range to resist pre-ignition

Provides complete anti-seize and corrosion protection

Prevents misfires due to flash-over

Gives you miles of worry-free driving

4X Longer Service Life⁺

4X longer service life compared to standard copper plugs

BOSCH
Iridium
4X

Brand trusted in the world's most advanced engines

OE design for optimum fit and function