

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 is the best brand of Double Platinum Spark Plugs for your vehicle.

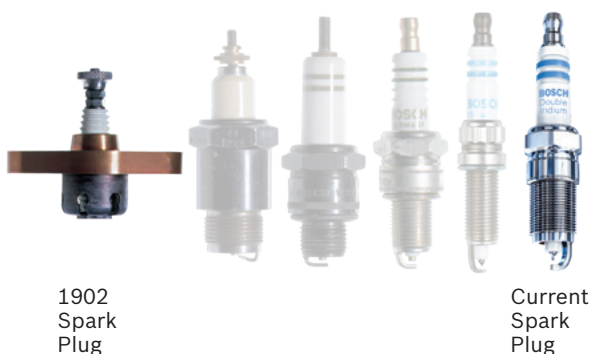
Feature	Bosch Double Platinum	NGK Laser Platinum	Autolite	AC Delco	Champion	Denso Long Life
Ultra Fine Wire Design	●	●	●	●	●	●
OE Design	●	●		●		●
360° Continuous Laser Weld	●					
Nickel Plated Housing	●			○		●
Pre-Gapped	●	●				●
Laser Welded Ground Electrode	●	●		○		
5 Yr. Customer Satisfaction Guarantee	●		●	●	●	
Technician Warranty	●					

● Has this feature
○ Depends on manufacturer or part number

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.



BOSCH
Invented for life

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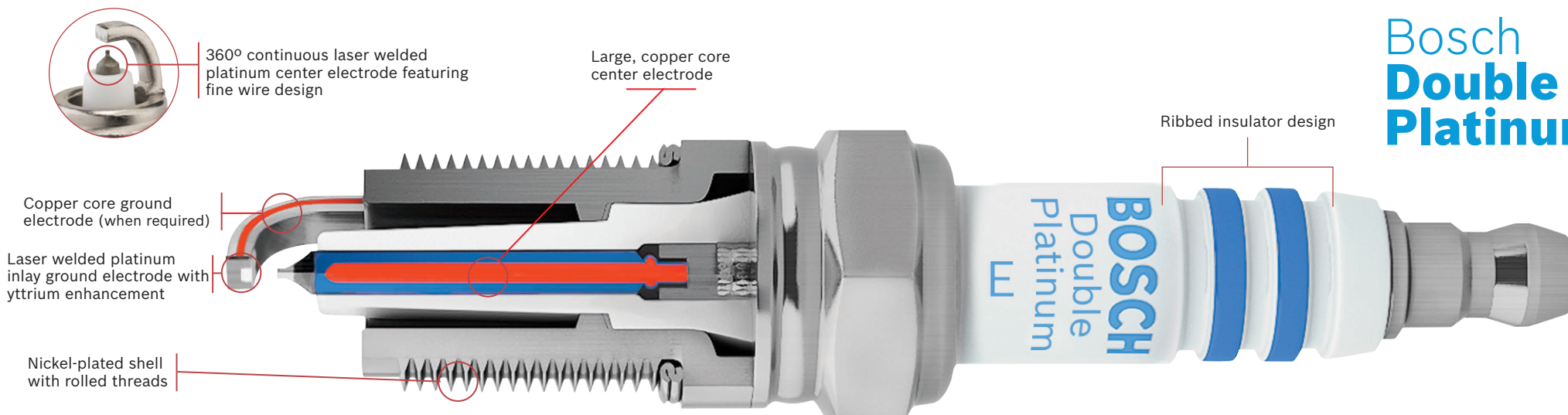
Double Platinum
Spark Plugs

Bosch
Performance



BOSCH
Invented for life

Bosch Double Platinum



3X
Longer
Life*



Engineered for **extended performance life and durability**

Fine Wire Technology

Bosch Double Platinum spark plugs are engineered to extend performance life and durability. The fine wire design of the center electrode improves ignitability and performance in your engine while the platinum tip on both the center and ground electrodes ensure longer life. All backed by a 5-year performance satisfaction guarantee.

Feature

Center electrode:

- 360° continuous laser welding to fuse the platinum firing pin
- Fine wire design
- Copper core

Ground electrode:

- Laser welded platinum inlay
- Copper core (when required)

Nickel-plated shell with rolled threads

Ribbed insulator design

Pre-gapped

6-year performance satisfaction guarantee

Benefit

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

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Provides complete anti-seize and corrosion protection

Prevents misfires due to flash-over

No need to gap for faster installation

Gives you miles of worry-free driving

*Compared to standard copper plugs