

Bosch Platinum Ir Fusion™ - better than OE iridium plugs

Bosch's patented, fused iridium and platinum center electrode combined with exclusive surface air gap firing technology plus four ground electrodes ensures a better replacement for original equipment (OE) iridium spark plugs.

Bosch Platinum Ir Fusion's surface air gap technology produces a longer, more powerful spark, while its four ground electrode design outperforms OE iridium plugs by significantly reducing gap wear. This means less stress on the ignition system with quicker starts, more efficient fuel combustion, and a longer performance life. Plus, Fusion's voltage requirement increases less over time versus other iridium plugs, for longer reliable performance of the vehicle's ignition system.

Compare Bosch Platinum Ir Fusion™ to other iridium spark plugs and you'll see why it's the best replacement for your OE iridium plugs.

	Bosch Platinum Ir Fusion	NGK Iridium IX	Autolite XP	Denso Iridium Power	Champion Iridium
Iridium and Platinum Center Electrode	•	•	•		
Never Requires Gapping	•				
Multiple Spark Paths	•				
Surface Air Gap	•				

Fused iridium and platinum center electrode

Bosch fuses iridium with platinum, combining the superior properties of both materials in the center electrode of Platinum Ir Fusion. It reaches self-cleaning temperature only seconds after starting and provides improved wear resistance versus iridium only. This makes Platinum Ir Fusion™ a superior replacement for OE iridium spark plugs.

If you want the best for your engine, try Bosch Platinum Ir Fusion™ for quicker starts, optimum horsepower and a longer performance life.



Platinum Ir Fusion Spark Plugs



BOSCH
Invented for life

Bosch
Performance

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Four Yttrium Enhanced Ground Electrodes

Fused Iridium and Platinum Center Electrode



Better than OE Iridium Plugs

Feature	Benefit
Fused iridium and platinum center electrode, sintered into an extended insulator nose	Reaches self-cleaning temperature only seconds after starting, and provides exceptional wear resistance
Revolutionary surface air gap firing technology featuring Bosch's unique four ground electrode design	Delivers the most powerful spark for the most efficient combustion and optimum horsepower without increasing the voltage requirement
Four yttrium enhanced ground electrodes	Resists spark plug wear and oxidation for exceptional performance life
Factory pre-set gap	Ease of installation – never requires adjustment

You'll feel the difference with Bosch Platinum Ir Fusion™, guaranteed!

Bosch guarantees that you will feel the improved performance in your vehicle when you install Bosch Platinum Ir Fusion™ Spark Plugs. If you do not experience quicker starts, smoother acceleration and improved fuel efficiency, return the plugs with your dated sales receipt and Bosch will refund the purchase price. (See inside package for details.)

