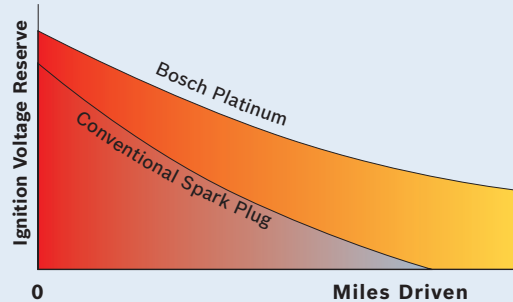


Bosch Platinum Spark Plugs

Only the unique patented Bosch design features a pure platinum center electrode that's heat-fused into an extended ceramic insulator for an airtight seal. Other plugs put platinum alloy just on the tip.

This superior design is what allows Bosch Platinum to reach its self-cleaning temperature faster, and provide quicker starts and increased fuel efficiency over a longer performance life. That's why you feel the difference with Bosch Platinum Spark Plugs.

Bosch Platinum Spark Plugs experience reduced electrode gap growth and require a lower ignition voltage, compared to conventional spark plugs. This results in a longer service life and creates a voltage reserve for increased ignition reliability.



We guarantee it

The platinum spark plug isn't new to the Bosch family. We've been researching, developing, and manufacturing platinum spark plugs for over thirty years. That's why we stand behind every platinum spark plug we sell with an unconditional performance guarantee.

If you don't feel the difference with Bosch Platinum, return the spark plugs with your dated sales receipt and Bosch will refund the purchase price.



Platinum Spark Plugs



BOSCH
Invented for life

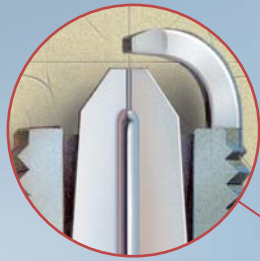
Bosch
Performance

www.boschusa.com

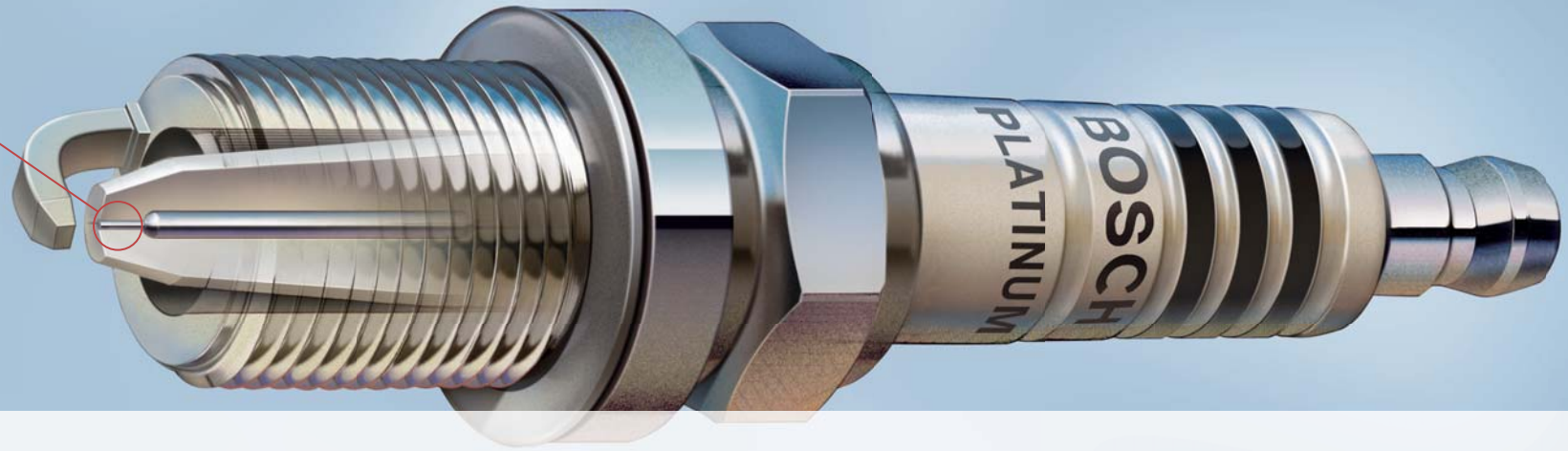
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Pure Platinum Center Electrode



Bosch Exclusive Pure Platinum for Premium Performance

Feature

Pure platinum center electrode, heat-fused into an extended insulator

Heavy-duty tapered ground electrode

Nickel-plated rolled threads

Lower ignition voltage requirement vs. other spark plug designs

Benefit

Reaches self-cleaning temperature only seconds after starting, resulting in smoother acceleration and increased fuel efficiency
Electrode gap remains virtually unchanged throughout spark plug's longer service life; no need to clean or re-gap

For extended service life, reduced electrode temperature, and improved access to air/fuel mixture

For complete anti-seize and corrosion protection

For reliable cold weather starting and superior operation under all driving conditions

Experience the difference

Experience the quicker starts, smoother acceleration and increased fuel efficiency that Bosch Platinum Spark Plugs deliver. Ask your auto parts professional for information on the right Bosch Spark Plug for your vehicle.

Bosch Platinum Spark Plugs are available for virtually every American, Asian and European car, van and light truck application, so you're sure to find exactly what you need.

