

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 Platinum is the best choice for your vehicle.

| Feature | Benefit | Bosch Platinum | Autolite Platinum | NGK G-Power | Champion Platinum Power | AC Delco Rapid Fire | Denso Platinum TT |
|-----------------------------------------------|------------------------------------------|----------------|-------------------|-------------|-------------------------|---------------------|-------------------|
| Fine wire design | Ignitability/Performance | ● | | ● | ● | | ● |
| >90% Precious metal tip center electrode | Long life/Durability | ● | ● | ● | | ● | ● |
| 360° continuous laser welded center electrode | Long life/Durability | ● | | | | | |
| Tapered ground electrode | Ignitability/Performance | ● | | | ● | ● | |
| Yttrium enhanced ground electrode | Durability/Wear Resistance | ● | | | | | |
| Nickel plated housing | Complete Corrosion/Anti-seize protection | ● | | | | ● | ● |
| 4-year Satisfaction Guarantee | Guaranteed performance | ● | | | | | |

● Has this feature

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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Platinum Spark Plugs

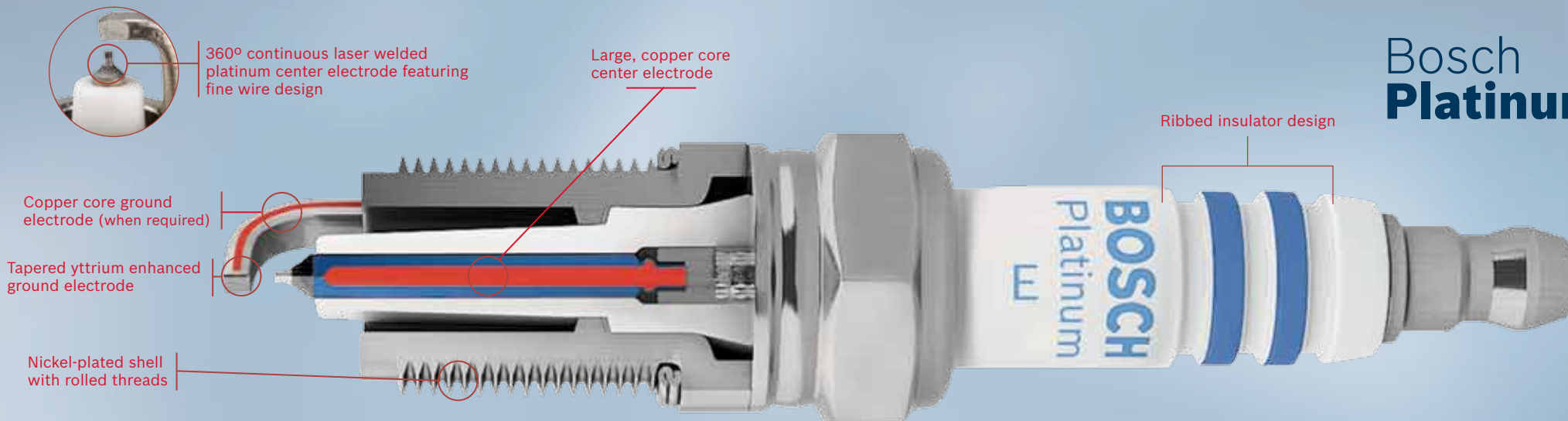


BOSCH
Invented for life

Bosch
Performance



BOSCH
Invented for life



Engineered for **improved ignitability and performance life**

OE Fine Wire Technology

Bosch Platinum Spark Plugs are the newest member of our OE fine wire spark plug family. From the brand trusted in the world's most advanced engines, Bosch Platinum Spark Plugs are engineered to provide you with improved ignitability and performance. The OE fine wire platinum design delivers optimum fit and function for 2x longer service life compared to standard copper plugs. And, with a 4-year performance satisfaction guarantee, you're assured lasting performance.

Feature

- Center electrode:
 - 360° continuous laser welded platinum tip
 - Fine wire design
 - Copper core
- Ground electrode:
 - Tapered shape
 - Yttrium enhanced
 - Copper core (when required)
- Nickel-plated shell with rolled threads
- Ribbed insulator design
- 4-year performance satisfaction guarantee

Benefit

- Promotes durability and long life
- Delivers improved ignitability and performance life
- Provides broader heat range to resist pre-ignition
- Reduces flame shrouding for improved combustion
- Resist wear
- 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