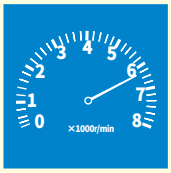
IRIDIUM POWER® is recommended for the following kind of user.



For drivers that care about performance.

I want the next level of response and power for my baby.

By using a 0.4mm diameter iridium alloy center electrode and a special ground electrode, IRIDIUM POWER® realizes spark performance unseen until now. It steadily gives a high level of response under a variety of driving conditions. The result? Increased acceleration and torque compared to regular plugs.

For drivers that care about mileage.

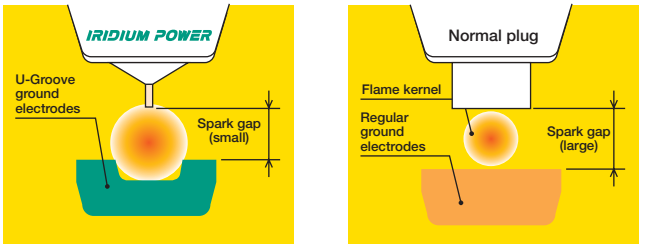
It's the car that I drive every day, so I want less fuel consumption.

If you use your car on a daily basis, you may be concerned about fuel consumption. IRIDIUM POWER® is one solution.

Ignitability That's a Cut Above

With DENSO's very own U-Groove ground electrode for better spark performance.

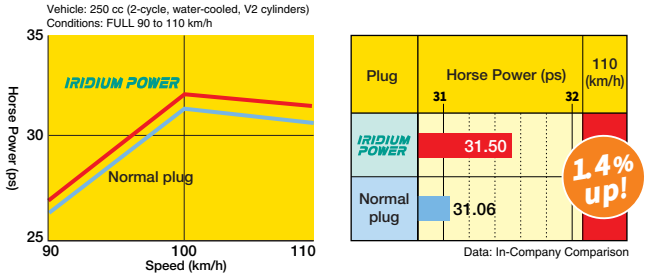
To increase ignitability, the important point is to let the flame kernel caused by the spark to grow to a large size. Normally, this can be accomplishing by widening the spark gap, however this causes spark voltage to increase, which has the opposite effect. IRIDIUM POWER® uses DENSO very own U-Groove ground electrode to realize a superb ignitability while maintaining spark voltage at low levels.



Improved Horse Power (1)

Get more power with an optimal fuel cycle.

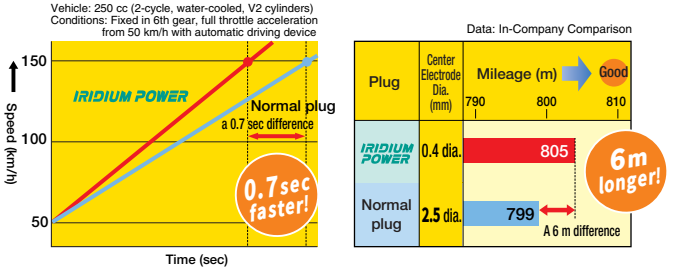
IRIDIUM POWER® has a low required voltage and a high ignitability, resulting in less misfiring and no spark, the outcome being a dramatic improvement in combustion. Engine output is thus increased. The findings of a bench test using a motorcycle engine to show the improved combustion from IRIDIUM POWER® is shown on the below. Compared to normal plugs, a 0.5ps (1.4%) improvement is seen in output at 110 km/h.



Improved Acceleration

Increased response and acceleration performance.

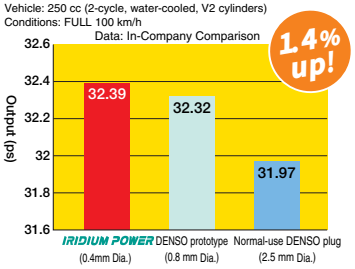
IRIDIUM POWER® best demonstrates its performance improvement during acceleration. IRIDIUM POWER® has a 0.4 mm diameter iridium center electrode and a specially shaped ground electrode. These features combine to achieve higher ignitability and require lower spark voltage than ever before. This enables high-response driving with fewer misfires than under higher required voltage spark conditions, and fewer misfires when ignitability is difficult. As a result, acceleration improves in comparison with normal plugs.



Improved Horse Power (2)

The 0.4mm center electrode increases output under various driving conditions.

The power produced by the 0.4mm dia. iridium center electrode is IRIDIUM POWER® unmatched by other plugs. The graph below compares the resulting power when IRIDIUM POWER® is installed compared to other high performance plugs. Using a 0.4mm dia. fine center electrode, there is more power compared to 0.8mm and 2.5 mm dia. plugs. This is what makes the difference in acceleration and in your lap time.



Improved Fuel Mileage

Even during idling ignition is assured, with less fuel consumption.

The good ignitability from the fine electrode (0.4 mm) of IRIDIUM POWER® draws out much more performance from the engine. Comparing a normal plug (W20FS-U) with an IRIDIUM POWER® (IWF22) on a 2-cycle 50cc engine, fuel consumption improved from 41.74 km/L → 43.69 km/L, an improvement of about 5%.

Note: Mileage measured using a chassis dynamo; actual driving results under normal conditions may vary.