

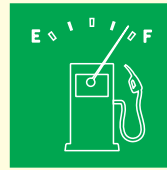
IRIDIUM TOUGH® is recommended for the following user.



For long distance and heavy-use drivers.

Because of its long lifetime, recommended to drivers for long driving.

By greatly minimizing electrode wear, DENSO improved mileage and extended the plug's useful life. Longevity provides you with peace of mind and safety when using **IRIDIUM TOUGH®**.



For drivers that care about mileage.

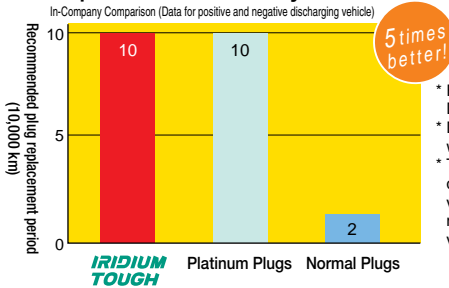
As I drive every day, so I want less fuel consumption.

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

High Durability



Comparison of Durability

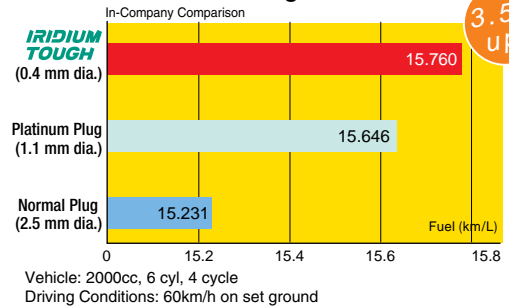


- * From taxi monitoring test results. Displacement is mainly 2000 cc.
- * Depending on the driving conditions there will be differences in endurance.
- * The service lifetime of Iridium Tough will depend on operating conditions and the vehicles it is installed on. (Service lifetime may become shorter depending on the vehicle's ignition system.)

Improved Mileage



The difference in mileage

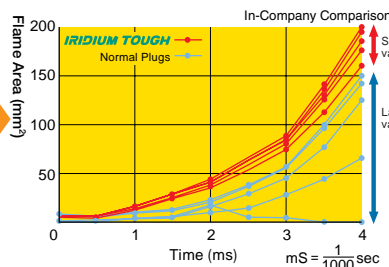
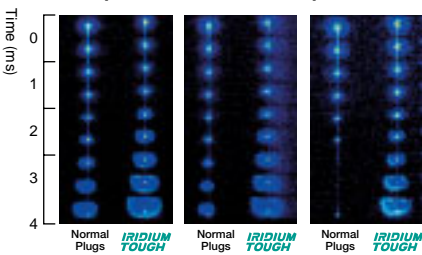


Improved Ignitability

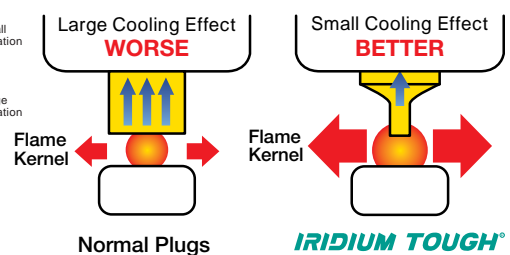


Realizing high ignition performance with a 0.4 mm diameter electrode.

Comparison of Flame Spread



Promotion of Flame Kernel Growth



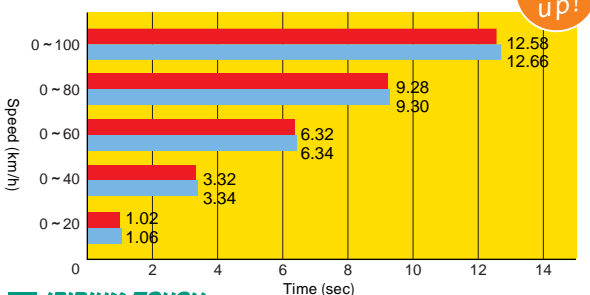
If the electrode dia. is fine, the cooling effect on the flame kernel is smaller.

Improved Acceleration



Stable ignitability improves acceleration

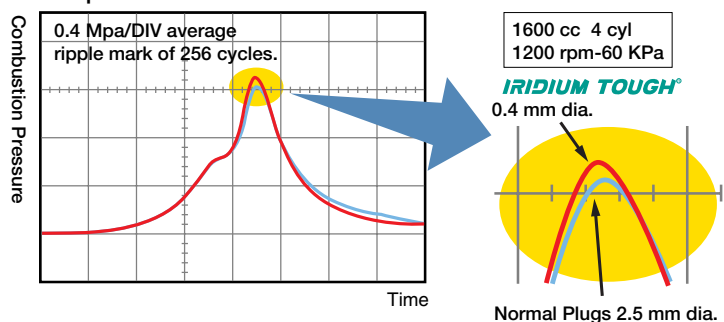
The difference in acceleration



Vehicle: 2000cc, 4 cyl, 4-cycle
Driving conditions: Creeping (2nd) → Full throttle (100km/h)

* The data shown is from internal studies. Also, the "Normal Plug" referred to here is a DENSO product.

Comparison of Combustion Pressure



IRIDIUM TOUGH® will increase combustion pressure and engine output.