



# ALL JAPAN ROAD RACE CHAMPIONSHIP

Director of YOSHIMURA SUZUKI with JOMO Team  
Representative Director of YOSHIMURA JAPAN Co., Ltd.

## Fujio Yoshimura



### Suzuka 8hours Victory in 2007

### Reliability that leads to stable, high performance. That's the best feature of DENSO SPARK PLUGS.

#### Legendary winning vehicle of the Suzuka 8 Hour World Endurance Championship Race was also equipped with DENSO SPARK PLUGS

— When did the relationship between YOSHIMURA and DENSO start?

Yoshimura: It's been very long time, since the time I was in the U.S.A. I guess it was around 1976. My father, (the late Pop Yoshimura) had gone to the U.S. before me. The partnership was already firmly established when I got there. Since then, we have maintained a relationship of trust. Of course, DENSO SPARK PLUGS were equipped on the machine that won the first Suzuka Eight-Hour World Endurance Championship Race in 1978.

— You have been doing very well again this year, continuing your results of last year. Where do you find the secret of your speed?

Yoshimura: One of the main factors is the engine being in good condition. It is essential to increase power. In that respect, DENSO has made a great effort in many ways. We feedback race data to DENSO, they make new proposals based on the data, and then we use the results again in the race. We both repeat this again and again.

#### Clean acceleration when stepping on the gas – what could be better?

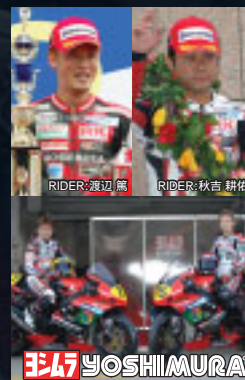
— How do you value the DENSO IRIIDIUM PLUGS that you are currently using?

Yoshimura: Excellent. When the throttle is opened, the engine revs up cleanly. What else do you need? The ST600 class that we have entered since 2006 requires a broader range of engine rpm. We don't look

for features in a full-throttle condition, but instead in conditions of partial throttle pressure; that is, when decelerating and then accelerating again, slowly. This depends on the spark plug features. After all, the most important thing in racing is reliability. And when you have even a small concern, it appears in the results of the race. Actually, we haven't had any trouble caused by our spark plugs.

— Please give general drivers some advice (from Director Yoshimura).

Yoshimura: The first thing you realize when you change your spark plugs to DENSO IRIIDIUM PLUGS is good start-up performance. If a plug gives good start-up performance, it also has good performance overall. Another key point is low fuel consumption, which is also important during the Suzuka Eight-Hour World Endurance Championship Race. Above all, the DENSO IRIIDIUM PLUG is the plug that can provide this kind of stable performance.



Fujio Yoshimura

Director of YOSHIMURA SUZUKI with the JOMO Team. Representative Director and CEO of YOSHIMURA JAPAN Co., Ltd. Victory in the 2005 Suzuka 300 km Endurance Race, followed by 1st place in the third race of the 2006 ALL-JAPAN ROAD RACE CHAMPIONSHIP, and 3rd place in the 2006 Suzuka 300 km Endurance Race, etc. Leading the "world's strongest private team" in order to realize their deeply desired hope of winning the Suzuka Eight-Hour World Endurance Championship Race.