

# Motorcycle Spark Plugs

The DENSO Difference

DENSO's Motorcycle Spark Plug range features the most advanced technology in motorcycle engine ignition.

A commitment to R&D and a heritage in the highest level of motorcycle motorsports has pioneered innovation in DENSO Motorcycle Spark Plugs.

Our cutting-edge catalogue of spark plugs has been strengthened by the introduction of the Iridium Power, which brings even greater performance and efficiency to our market leading range.



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# Motorcycle Spark Plugs

Advanced technology,  
exceptional performance



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Driven by  
Quality

## Nickel | Advanced Technology for general motoring

DENSO's Standard Spark Plug range delivers superb reliability, long life and exceptional engine performance using our patented OE technologies.

### Improved reliability

> The Standard Spark Plugs range uses the DENSO-developed U-groove design, which can ignite leaner fuel mixtures and reduces misfires.

### Superior ignition

> The 'U' shape on the ground electrode allows the spark generated to fill the gap, generating a stronger more efficient spark that increases engine performance.

### Leading heat range coverage

> DENSO's Standard Spark Plugs offers the best heat range coverage without sacrificing quality or performance.

### Effective stocking

> The highly consolidated range, which uses fewer part numbers to cover a wider heat range, reduces the stock needed to store.



## Iridium Power | High performance, ultimate reliability

Using our patented Iridium alloy, DENSO's Iridium Power Spark Plugs are extremely durable, wear-resistant and can withstand the most extreme conditions.

DENSO's leading U-groove ignition technology in the Iridium Power generates a stronger spark and increased ignitability for improved power output and reduced fuel consumption.

### U-Groove technology

> DENSO's patented U-Groove Spark Plug design delivers enhanced spark performance. The unique 'U' shape of the ground electrode generates a larger spark whilst maintaining a lower spark voltage.

### Superior power

> The world's smallest centre electrode at 0.4mm in diameter gives the Iridium Power Spark Plug enhanced ignitability. This means reduced misfires, improved engine power and superior acceleration responses.

### Improved fuel consumption

> Greater ignitability of the world's smallest centre electrode results in an improved fuel economy of up to 5% compared to standard plugs.



# Improved all-round performance

The Iridium Power Spark Plug provides the next generation in Motorcycle engine ignition with the highest spark performance.

### Ultra-durable power

> Using a DENSO-patented iridium alloy the Iridium Power has a much higher melting point, allowing for the world's smallest centre electrode - an ultra-fine 0.4mm diameter.  
> The U-shaped groove on the ground electrode, DENSO's patented U-Groove design, further reduces the voltage needed to create a spark, and greatly improves ignitability and spark strength, generating more engine power.

### Faster Acceleration

> The centre electrode protrudes more than conventional plugs, improving acceleration response time and performance.

### Lower fuel consumption

> The taper-cut ground electrode reduces the adverse effects of quenching, greatly improving fuel ignitability. The fuel-air mixture also spreads more evenly, bringing greater reliability and fewer misfires.  
> The Iridium Power has been designed to provide ultimate ignitability, ensuring the most reliable ignition. Even during idling ignition is assured, with 5% less fuel consumption than conventional plugs.