



AVIATION TECHNICAL BULLETIN

Champion Spark Plug Company

P. O. BOX 910, TOLEDO, OHIO 43601

April 1, 1971

NO. 71-5

ROUTE TO	
SERVICE MANAGER	
SALES MANAGER	
BULLETIN BOARD	

IT'S A MATTER OF ECONOMICS

This actual service comparison test photo shows the superiority of an iridium electrode over platinum electrode. This test spark plug was actually operated for more than 500 hours in an engine, where lead attack on the platinum was a problem. The results -- the iridium electrode outlasted the platinum.



If your customer is complaining about short life with platinum electrode spark plugs, then the extra money spent for iridium electrode plugs will be well spent. Iridium is impervious to lead salt attack. It's simply a matter of economics.
