



AVIATION TECHNICAL BULLETIN

Champion Spark Plug Company

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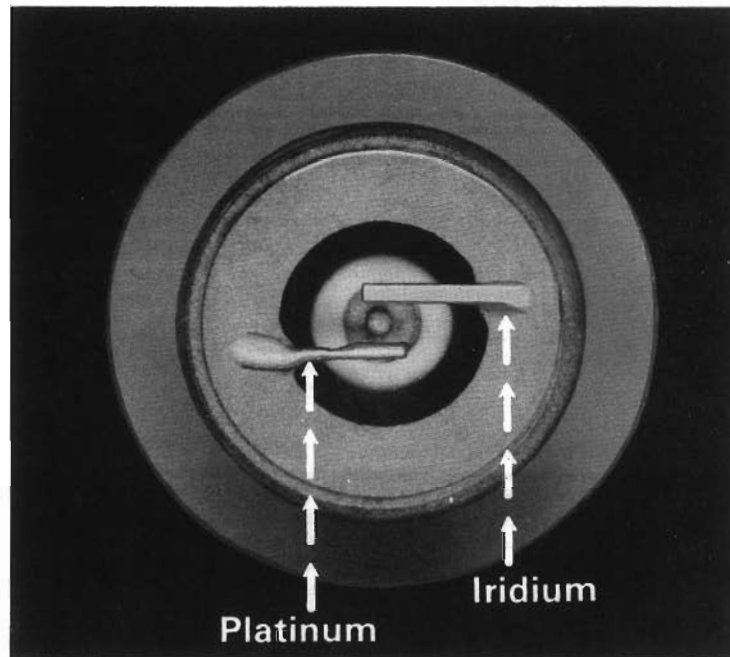
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IRIDIUM VS PLATINUM - IT'S A MATTER OF ECONOMICS

Champion's introduction of the Iridium 'S' plug has created many happy customers - and, more than a few questions. Why did we discontinue platinum in favor of iridium? Why "only" one ground electrode?

Simply stated, iridium lasts longer than platinum. Its superior resistance to heat and chemical erosion provides reduced electrode wear rates and a longer-lasting plug. This actual service comparison test photo shows the superiority of an iridium electrode over a 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. Iridium is impervious to lead salt attack. The results -- the iridium electrode outlasted the platinum.



The Iridium 'S' plug is the only gappable, all iridium (both center and ground electrodes) spark plug available. The use of iridium on all firing surfaces allows the use of one ground electrode, a design which improves scavenging and is easier to service. So, 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. It's simply a matter of economics.

JTQ/mf
