

# Spark Plugs

## Genuine Toyota Double Platinum Spark Plugs

Some non-conventional Toyota platinum spark plugs only have platinum on both the center electrode and on the ground electrode (that's why they're called "Double Platinum"). This design reduces wear while providing a long service life of 60,000 miles.

If you take a close look at Genuine Toyota Double Platinum Spark Plugs, you'll notice that the center electrode has a raised design compared to some non-conventional Toyota single platinum spark plugs. The raised design provides excellent ignitability for a strong spark...translating into a smooth idle and strong performance.

Also, some non-conventional Toyota platinum spark plugs rely solely on platinum; Toyota adds nickel and iridium to the platinum. This alloy helps make the spark plug strong and durable, while helping to prevent cracking.

## Genuine Toyota Iridium Spark Plugs: The Long-Life, High-Performance Spark Plugs

In today's world of high performance automobiles, not all engines are created equal, and neither are spark plugs. That's why Toyota created these special Iridium Spark Plugs to meet the needs of high-performance engines (available for select Toyota models).

These spark plugs feature a smaller center electrode, which translates into higher performance and meet platinum spark plug replacement intervals of 60,000 miles.

Iridium is a more durable material than platinum (its melting point is approximately 1,200° F higher than platinum).

## Genuine Toyota Dual Ground Electrode Spark Plugs

Select Toyota models feature the Toyota Direct Ignition System (DIS). Introduced in 1994, this system created a more efficient and cost effective engine for Toyota owners. It's also more demanding on spark plugs.

With this system, spark plugs fire twice as often — accordingly, a 30,000 mile non-conventional Toyota spark plug may only last 15,000 miles (that means twice as many tune-ups). Toyota created a special dual ground electrode spark plug that delivers optimum performance and durability for DIS-equipped Toyotas.

## Genuine Toyota U-Groove Spark Plugs

For Toyota engines that require conventional spark plugs, we offer Genuine Toyota U-Groove Spark Plugs.

Instead of a rectangular ground electrode, U-Groove Spark Plugs feature a special groove in the middle of the ground electrode (hence the name "U-Groove"). With this design, when the spark plug is fired, the U-Groove traps the gas and then produces a large spark for efficient combustion. The U-Groove design also helps prevent fouling.

FEATURES:	ADVANTAGE: What does it do?	CUSTOMER: BENEFIT
1. Purified Alumina Powder Insulator	Provides exceptional dielectric strength and thermal conductivity allowing the material to stand up to extreme stress.	
2. Five-Rib Design	Prevents flashover and decreases voltage loss.	
3. Copper-Glass Seal	Bonds the center electrode and insulator together for a gas-tight seal.	Maintains proper heat and excludes hot combustion gases.
4. Copper-Cored Center Electrode	Ensures superior thermal conductivity.	
5. Machine-Rolled Threads	For trouble-free installation and removal.	Prevents seizing or cross-threading of the spark plug upon removal.
6. 100% Pre-Fired	All GT spark plugs are 100% pre-fired to assure the highest quality possible.	
7. Dual-Ground Electrodes	Two electrodes to withstand the double firing duty required by DIS-equipped Toyotas.	Meets Toyota's recommended replacement intervals for DIS-equipped vehicles.
8. U-Groove Spark Plugs	U-Groove in the ground electrode traps the gas and produces a large spark for efficient combustion.	
9. Double-Platinum Spark Plugs	Platinum on both the center and ground electrodes reduces wear.	Longer service life versus conventional types.
	Raised and tapered center electrode design allows for improved ignitability for a stronger spark.	Translates to smoother idle and stronger performance.
	Toyota adds nickel and iridium to the platinum for superior durability.	Improves reliability.
10. Iridium Spark Plugs	.7mm diameter Iridium center electrode is smaller and more durable than platinum.	Provides the highest performance and longest service life.

