

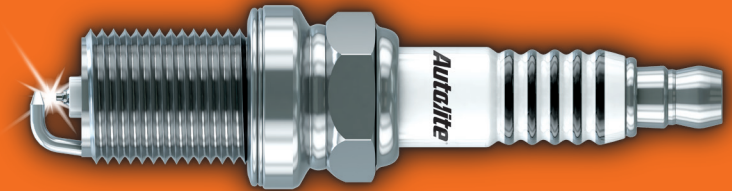
# Busting the OE Spark Plug Myth

There's a commonly-held belief in the automotive industry that it's best to use the exact same OE spark plugs that came in an engine when it comes time to replace them. This is completely understandable. It certainly makes sense that the manufacturer would know best.

Why risk using anything else?

**IN REALITY, YOU HAVE A CHOICE.**

**Autolite**<sup>®</sup>  
SPARK PLUGS



Autolite<sup>®</sup> has been making both aftermarket and OE spark plugs since 1936. They have continually refined manufacturing processes, and are able to produce high-quality replacement plugs for almost all vehicles, including Japanese, European, and Korean models, as well as domestic. They may not look the same, but the fit and function is equal to that of OE spark plugs from other manufacturers.

The question remains: Why would you not choose OE? The simple answer is value. Autolite has the

infrastructure, know-how and desire to manufacture OE-quality spark plugs at a competitive price point. Whether it's copper, platinum, double platinum, or top-of-the-line iridium, Autolite gives you a real choice.

And Autolite understands that choosing just the right spark plug can be a bit confusing. That's why they've incorporated online tools to make the selection process easy. It's just another way Autolite is giving the industry the power of choice.



**COPPER:**  
OE-replacement for older vehicles with Copper plug



**PLATINUM:**  
Ideal upgrade for vehicles originally equipped with Copper plugs



**DOUBLE PLATINUM:**  
Upgrade from single Platinum or OE-replacement for vehicles with (DIS) Distributorless Ignition Systems

**GOOD**

Durability Reduced Gap Erosion, Reduced Electrode Wear, Long-life Performance, Better Startup, Throttle Response and Engine Output

**BETTER**



**BEST IRIDIUM XP**

Learn about our full line of premium plugs at [Autolite.com](http://Autolite.com)