

DENSO

# DENSO Newsletter

Spark Plugs

September 2009

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## New Nissan 370Z OE fitted with DENSO SIP Spark Plugs

DENSO Europe B.V.'s Aftermarket sales division has confirmed that DENSO Corporation has secured a prestigious new OE Spark Plug contract with Nissan. This new deal will see DENSO supplying the new Nissan 370Z (introduced in 2009) with the latest in DENSO Super Ignition Spark Plug technology.

Building on an already established relationship with Nissan, DENSO will be exclusively supplying the Nissan 370Z with the FXE24HR11 Super Ignition Plug, part of the company's advanced technology Iridium Spark Plug programme. The Super Ignition Plug will contribute greatly to the Nissan 370Z's high performance, which includes a 3.7 litre, V6 engine and produces 332 bhp. The Nissan 370Z – the sixth generation of Nissan's Z-car line – includes either a seven-speed automatic gearbox or six-speed manual transmission, which features the world's first synchronised downshift rev-matching system.



Nissan Z370



GLOW PLUGS | SPARK PLUGS | CABIN AIR FILTERS | A/C COMPONENTS | STARTERS & ALTERNATORS | DIESEL INJECTION PARTS | WIPER BLADES

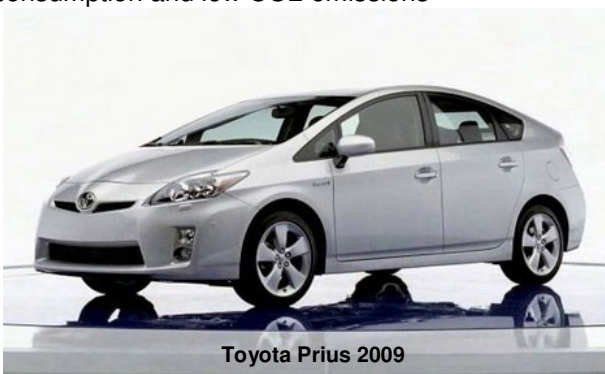
Steve Richardson, general manager at DENSO Europe's Aftermarket sales division, said: "We are pleased to be able to share the news of this continued relationship between DENSO Corporation and Nissan. DENSO already has a world-wide reputation for its all-makes, OE quality Spark Plug programme, including OEM customers such as Toyota, Mazda, Subaru and Hyundai. Widely regarded as one of the most advanced programmes on the market, our SIP Spark Plugs were a clear choice for Nissan and especially for such a high performance, high specification vehicle as the Nissan 370Z. The FXE24HR11 SIP Spark Plug features a 0.55mm diameter Iridium Centre electrode, coupled with a Platinum ground electrode - offering superb plug longevity and even more output and accelerator response from the engine."

## DENSO Spark Plugs OE in New Toyota models

DENSO Europe B.V.'s Aftermarket sales division has confirmed that DENSO Corporation has secured new OE Spark Plug contract with Toyota. The list of new Toyota models where DENSO Spark Plugs are fitted as OE is as follows:

Make	Model	Engine / Type	Enginecode	kW	Year	Spark Plug	Gap	Comment
TOYOTA	AVENSIS (3)	1.6i 16V (ZRT270)	1ZR-FAE	97	11/'08->	SC20HR11	1.1	Denso OE
TOYOTA	AVENSIS (3)	1.8i 16V (ZRT271)	2ZR-FAE	108	11/'08->	SC20HR11	1.1	Denso OE
TOYOTA	AVENSIS (3)	2.0i 16V (ZRT272)	3ZR-FE / 3ZR-FAE	112	11/'08->	SC20HR11	1.1	Denso OE
TOYOTA	IQ	1.0i 12V (KGJ10)	1KR-FE	50	11/'08->	SK16HR11	1.1	Denso OE
TOYOTA	IQ	1.3i 16V (NGJ10)	1NR-FE	72	05/'09->	SC20HR11	1.1	Denso OE
TOYOTA	URBAN CRUISER	1.3i 16V (NSP110)	1NR-FE	74	01/'09->	SC20HR11	1.1	Denso OE
TOYOTA	PRIUS	1.8i 16V (ZVW30)	2ZR-FXE	73	04/'09->	SC20HR11	1.1	Denso OE

The fitted SC20HR11 & SK16HR11 are Iridium long life spark plugs with 0,7mm center electrode Iridium alloy and platinum ground electrode tip which gives to the spark plug a lifetime of up to 100.000km. DENSO Iridium Spark Plug technology has been selected by Toyota for a modern Hybrid car like the new Toyota Prius, because only DENSO Iridium Spark Plugs can meet the strictest standards in low fuel consumption and low CO2 emissions



Toyota Prius 2009



Toyota IQ



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## DENSO Europe in Equip Auto 2009

We would like to invite you to visit the DENSO booth in Equip Auto 2009 in Paris from 13<sup>th</sup> to 18<sup>th</sup> of October 2009. Our booth will be located in **Hall 5, Walkway S, Stand 54.**

### What's on stand

Next to our DENSO U-groove technology you will find our unique Iridium Spark Plugs technology with the World's smallest 0,4mm dia center electrode. Also displayed in our booth the premium DENSO Super Ignition Plugs (SIP) which are fitted as OE in many high performance modern cars from makes like Nissan, Toyota & Subaru.

## New Spark Plugs in the DENSO aftermarket range

DENSO Europe B.V. has now available in its aftermarket program the GX8-1 spark plug for the high performance Mitsubishi Lancer EVO X. The GX8-1 spark plug is available in four pack.

For more information please contact your DENSO Sales Representative

<i>Spark Plug type</i>	<i>Part number</i>	<i>4-pack</i>	<i>Minimum order quantity (Pcs.)</i>	<i>Comment</i>
GX8-1	267700-5590	SR	4	For Mitsubishi Evo X



Mitsubishi Lancer EVO X



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