



# YEAH, WE KNOW SPARK!

MSD's spark plugs are engineered to improve the efficiency of the combustion process to create the most power possible combined with increased durability. The center tip of the plug is made from iridium to promote the best spark and increase resilience. A proprietary ceramic material enhances the dielectric strength of the plug housing forcing the spark, even under extreme cylinder pressures, to jump across the plug gap to the ground electrode. This electrode is machined to expose more spark to the incoming gases to promote the most effective combustion event possible.

- Proprietary plug design inside and out
- Designed for use on high performance vehicles that utilize high output ignition systems
- Machined electrode increases exposure to the flame to improve combustion
- MSD's proprietary ceramic formula provides the highest dielectric strength
- Yttrium ground electrode reduces the chance of pre-ignition
- Iridium tip improves cold starts
- Designed to outlast other performance plugs on the track or on the street
- All spark plugs tested prior to packaging and shipping
- Shorty-style plugs for applications where space is limited

See more at  
[www.MSDinYourHead.com](http://www.MSDinYourHead.com)



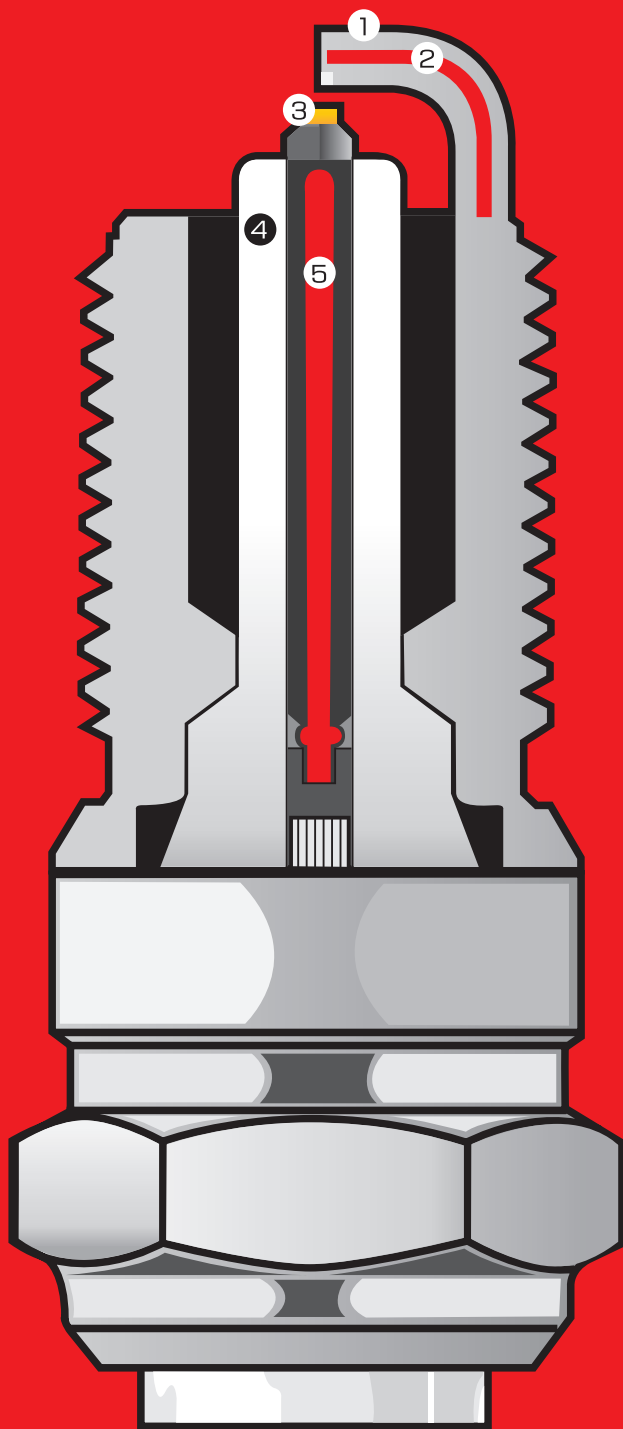
We use and trust our MSD spark plugs in our personal high performance rides, so rest assured that you are using a high quality plug, made for the rigors of your high performance vehicle!  
MSD knows spark!

- MSD Employees

APPLICATION GUIDE AT  
[www.MSDinYourHead.com](http://www.MSDinYourHead.com)







# SPARK PLUGS FROM THE IGNITION EXPERTS

What makes MSD's Iridium Plugs a cut above the competition? Besides our race winning experience of firing 330 mph top fuel cars, the endurance of 500 mile stock car racing and the brutal expectations of off-road racing, our new spark plugs are designed to perform from the inside out.

- 1 **The center machine ground strap enhanced with Yttrium can withstand the heat associated with high horsepower ignitions unlike any other spark plug**
- 2 **Believe it or not, spark plugs need to be cooled or they can cause detonation. MSD's spark plug has a copper core that transmits heat to the cylinder head to help prevent knock**
- 3 **This is the business end of the spark plug. Inexpensive materials cause wear over the course of millions of ignition firings. MSD's Iridium is a must when using a high power ignition in order to keep the spark in its place**
- 4 **Spark isolation is important with high output ignitions and MSD developed a proprietary ceramic blend for the strongest dielectric strength**
- 5 **By engineering a proprietary copper center core in our plugs we have reduced the heat within the plugs to allow the increase of life on the insulator tip which means you need to change out your plugs less often**



## MUSCLE CARS

With today's fuel blends, vintage muscle cars need as much spark as possible and MSD's plugs are designed to keep the fire burning. The iridium tip will assist in cold starts while the yttrium enhanced ground strap helps reduce the chances of pre-ignition. From the high revving 289 to a ground pounding 454, MSD spark plugs have you covered.



## MODERN MUSCLE

Whoever laments for the 'good old days' obviously hasn't been behind the wheel of a new Mustang, Camaro or Challenger. Today's muscle cars make great power and there is more left on the table. A set of MSD spark plugs will help you pull more power out of your modern muscle car especially in concert with other performance upgrades such as intake systems, free-flowing exhaust, nitrous boost and more.



## TRUCKS and SUVs

Today's trucks and SUVs have to be ready for a long haul, trail run or pulling a loaded trailer. MSD's spark plugs are designed to outlast and out-fire the competition with a proprietary ceramic blend for increased spark isolation and an iridium tip for the best spark transfer to the combustion chamber.



## SPORT COMPACT

High revving 4- and 6-cylinder engines require a superior spark to achieve the performance you expect, especially when coupled with forced induction systems. Boosted or not, the unique form of MSD's electrode ensures that the spark is exposed directly to the fuel mixture entering the cylinder to improve the combustion process and performance.