

MOTORSPORTS – CATALYST FOR PREMIUM SPARK PLUG PERFORMANCE

Running full throttle at 8-10,000-plus rpm for hours, racing spark plugs must deliver a spark while surviving severe vibration and heat – demands on the spark plug during a race are enormous. Whether a 200-mile dirt track event, the Indy 500 or Le Mans, spark plugs must provide a strong, consistent spark from start to finish. Spark plug failure during a race is never an option.

“Historically, Bosch has been using racing and motorsports to develop and perfect advanced spark plugs for over a century, and is more involved today than ever,” notes Pam Krebs, Director of Advertising and Sales Promotion for Bosch.

Driving the Bosch spark plug equipped McDonald’s Lola Ford Cosworth for Newman-Haas Racing, Sebastien Bourdais gave Bosch its 18th straight Champ Car World Series title in 2005. Charles Zwolsman took the ’05 Toyota Atlantic championship with a Toyota Swift equipped with Bosch spark plugs, and Bosch logged its 35th straight road racing championship with titles in both the American LeMans Series and the Grand American Rolex Sports Car Series running on a variety of Bosch components, including spark plugs, alternators, fuel injectors, and electronic engine management systems.

In the 2005 NASCAR Nextel Cup, Busch and Craftsman Truck seasons, vehicles running on a combination of Bosch spark plugs and Bosch alternators dominated the season. Nextel Cup cars running on Bosch Spark Plugs were the fastest qualifiers, capturing 13 wins and 19 pole position starts. Bosch provides a “surface air gap” plug for NASCAR, featuring dual ground electrodes. With track proven performance, Bosch alternators delivered 30 victories and 31 pole position starts in Nextel Cup.

In other racing series, Danica Patrick, driving in the Indy Racing League for the Argent Rahal-Letterman Racing Panoz Honda equipped with Bosch spark plugs, became the first woman ever to lead the Indy 500. Rookie driver Klaus Graf won the Trans-Am Championship in the Rocketsports Jaguar on Bosch, and Wade Cunningham won the Infiniti Pro Series in the Bosch-sparked Dallara Infiniti.

“There is no other sport like auto racing that provides so many different ways to leverage our brand and market our premium performance auto parts,” said Krebs. “Racing sponsorship has proven to be an excellent venue for building brand awareness and brand loyalty. Racing also provides the ultimate product testing and proving ground. Driving 500 miles at 10,000 rpm for hours on the



track or 500 miles a week at 2,500 rpm on the road, Bosch spark plugs, alternators and other components deliver the superior performance and durability that both racers and everyday motorists demand.”

BOSCH