

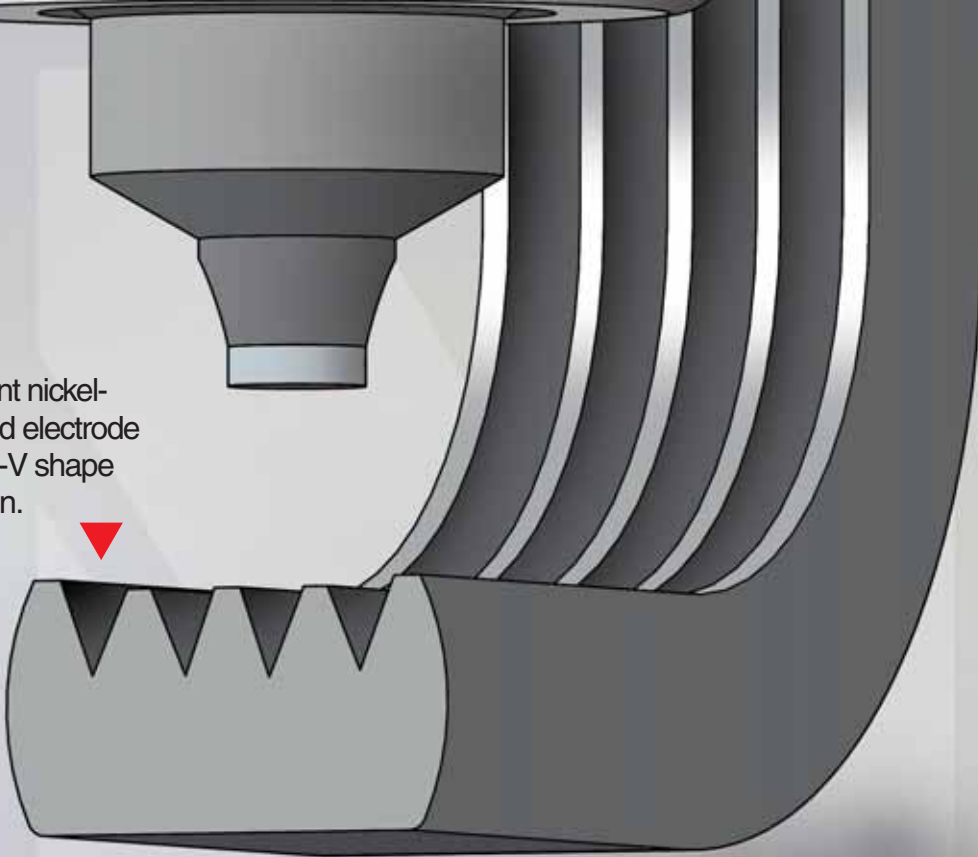
TITAN POWER



Perfection built in

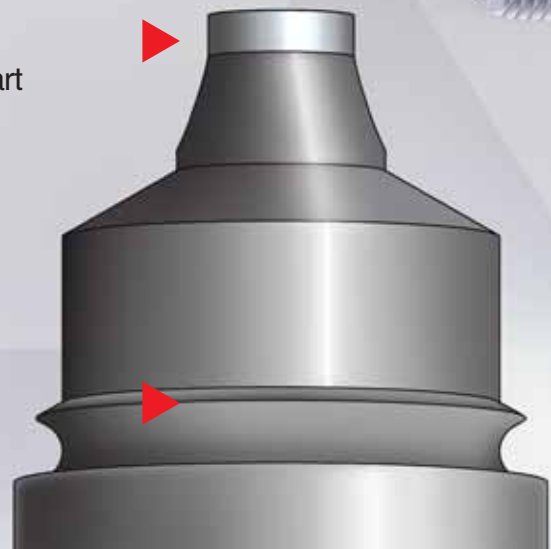


New:
NEWWE



With a high erosion-resistant nickel-titanium alloy: filigree ground electrode in specially developed Poly-V shape for extremely reliable ignition.

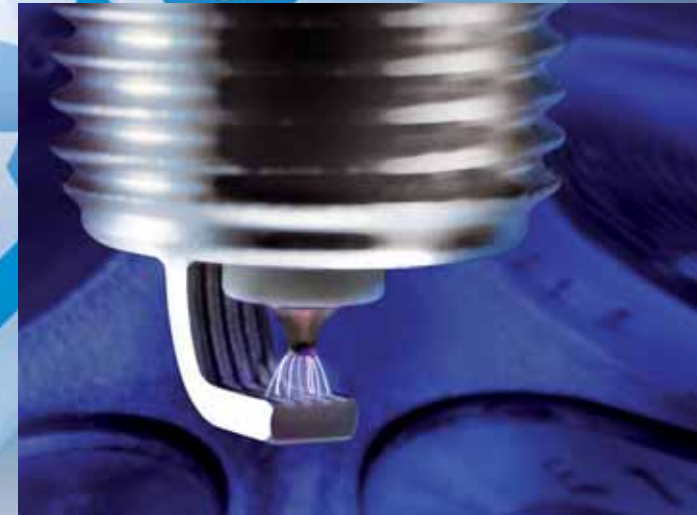
New: BERU Ultra X Titan. The spark plug innovation with state-of-the-art electrode geometry.



Center electrode with platinum ignition tip for excellent cold-start performance.

Corona ring for systematic pre-discharge and stable ignition.





The innovative Poly-V design: 5 ignition tips are actuated in a continuous cycle by the spark – and ensure high ignition reliability and fuel-efficient combustion with long-term constant ignition performance.

BERU Ultra X Titan. The innovative solution for modern combustion chambers.

Challenge of combustion chamber pressure – this is very exciting

The modern gasoline engine operates at a higher combustion chamber pressure. This increases the demands on the spark plug. The higher the combustion chamber pressure, the greater the power of the spark must be – as a condition for a reliable ignition of the fuel-air mixture and an efficiently operating spark plug. This is where the spark plug innovation BERU Ultra X Titan is setting new standards: with a highly effective combustion – thanks to the combination of several new design features.

- ▶ **The power of the Titan: high resistance to erosion, longer service life**
The highly erosion-resistant nickel-titanium alloy of the ground electrode provides the innovative Poly-V design – in combination with the tapered platinum ignition tip – with an important condition for high ignition reliability, dependability and longevity of the new Ultra X Titan.
- ▶ **The Poly-V ground electrode: increased ignition reliability, fuel-efficient combustion**
The innovative Poly-V design: 5 sharp edges which are actuated in a continuous cycle by the spark. This means: low breakdown voltage and 5-fold electrical point effect – resulting in improved spark-over. In conjunction with the highly erosion-resistant titanium electrode, a long-term constant ignition performance is ensured with optimized fuel utilization and fuel-efficient combustion with correspondingly lower emission values – with significantly higher wear resistance and a service life up to 60,000 km. Therefore, not only are the maintenance specifications of the vehicle manufacturers completely fulfilled, but they also are usually surpassed.
- ▶ **Corona discharge: innovative technology for reliable ignition**
This intentional pre-discharge prevents the electrical short circuit – between high voltage and electrical ground – which can occur particularly in the start phase due to the resulting electrically conductive soot. In conjunction with a thin, cylindrically shaped insulator foot tip the engine starts quite reliably even under adverse conditions – such as at extremely low temperatures or after driving short distances.



15 spark plug types. 90% market coverage. 100% suitable for workshops.

- ▶ **Full range of products for your sales.**

The repair market is changing continuously. Therefore, the demands on spark plugs are also changing. As one of the world's leading spark plug manufacturers, we are in constant dialog with car manufacturers and are involved in the development of new technologies. This knowledge is also incorporated in our range of spark plug products: We have brought the successful Ultra X range up to the latest technological level, supplemented by 9 new types, and developed the Ultra X Titan range from that.
- ▶ **From Ultra X came Ultra X Titan – and with it the most streamlined range of spark plug products in the industry.**

The name is also the range of products. And that now consists of 15 types in total: 6 of the already established Ultra X spark plugs – supplemented by 9 new spark plugs which jointly form the Ultra X Titan line. This elaborate range of products offers you an immense inspection potential: To achieve almost 90% market coverage, you require only the 15 spark plug types of the Ultra X Titan range of products! (In comparison: “NGK V-Line” comprises 39 types, “Bosch Super plus” 55 types)
- ▶ **The common denominator: the highly erosion-resistant titanium alloy.**

In the case of the 9 new Ultra X Titan types the ground electrode is single-pole and is worked in an innovative Poly-V shape. In the case of the 6 established Ultra X spark plugs the X shape of the electrode was retained and their erosion resistance reinforced by a titanium alloy. The Ultra X Titan range of products will be available from January 2009 under the abbreviated designation UXT 1 to UXT 15 in new optimized packaging. Good to know: The 6 previous Ultra X types without titanium electrodes (abbreviated designation: UX) which will certainly be on the market during the introduction phase are compatible with the new Ultra X Titan range.

Details on the types of the Ultra X Titan range of products: see next page!




BERU
ultra
TITAN

BERU Ultra X Titan – obvious advantage for trade and workshops.

BERU	Bosch	NGK
UXT type	Bosch Super Plus *	NGK V line *
UXT 1 (UXF 79)	Super plus 6 Super plus 7 Super plus 8 Super plus 9 Super plus 11 Super plus 19	V-Line 11 V-Line 12 V-Line 14 V-Line 16 V-Line 17 V-Line 20 V-Line 23 V-Line 24 V-Line 26 V-Line 27 V-Line 28 V-Line 36 V-Line 38
UXT 2 (UX 79)	Super plus 1 Super plus 2 Super plus 3 Super plus 4 Super plus 16 Super plus 21 Super plus 22	V-Line 1 V-Line 2 V-Line 4 V-Line 6 V-Line 8 V-Line 9 V-Line 10 V-Line 13 V-Line 15 V-Line 21 V-Line 22
UXT 3 (UXF 79 P)	Super plus 6 Super plus 7 Super plus 8 Super plus 9 Super plus 11 Super plus 19	V-Line 11 V-Line 12 V-Line 14 V-Line 16 V-Line 17 V-Line 20 V-Line 23 V-Line 24 V-Line 26 V-Line 27 V-Line 28
UXT 4 (UXK 79)	Super plus 5 Super plus 14	V-Line 5 V-Line 7
UXT 5 (UXF 56)	Super plus 13	
UXT 6 (UX 79 P)	Super plus 1 Super plus 2 Super plus 3 Super plus 4 Super plus 16 Super plus 21 Super plus 22	V-Line 1 V-Line 2 V-Line 4 V-Line 6 V-Line 8 V-Line 9 V-Line 10 V-Line 13 V-Line 15 V-Line 21 V-Line 22
UXT 7	Super plus 39	V-Line 25
UXT 8	Super plus 17	
UXT 9	Super plus 8 Super plus 9 Super plus 38 Super plus 45	
UXT 10	Super plus 24 Super plus 47 Super plus 54	V-Line 14 V-Line 37
UXT 11	Super plus 54 Super plus 31	
UXT 12	Super plus 38	
UXT 13	Super plus 42	
UXT 14	Super plus 38 Super plus 54	
UXT 15	Super plus 49	

* Errors and omissions excepted.
Subject to technical modifications.

 Platinum centre electrode





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