


WHAT IF SPARK PLUGS DETERIORATE?


Common signs that your spark plugs need to be replaced include: hard starting, unstable running, engine misfires, a loss of performance and increased fuel consumption.



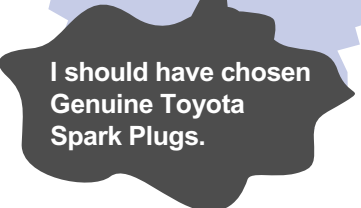
Easy start and stable running. Hills are no longer a problem.



Better gas mileage and smoother running.



The engine is still in bad condition and worse, there is static in my radio. My gas mileage is down and I seem to have lost engine power.



I should have chosen Genuine Toyota Spark Plugs.

Ask for Genuine Toyota.

Only Genuine Toyota Spark Plugs are designed and engineered specifically for your Toyota vehicle. For trouble-free driving, always ask for Genuine Toyota Spark Plugs.



Genuine parts bring genuine value. SPARK PLUGS

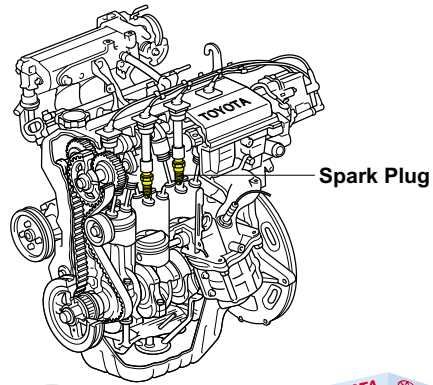


TOYOTA MOTOR CORPORATION

No.91699-03E

Printed in Japan

S PARK PLUGS ignite a mixture of compressed air and fuel, creating engine power.



With Genuine Toyota Spark Plugs

Resistor

A resistor located between the center electrode and the center axis enables Genuine Toyota Spark Plugs to prevent interference with on-board electronics, such as the radio. Non-genuine spark plugs without resistors fail to reduce interference with electronics.

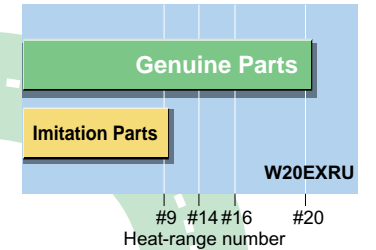


GENUINE



GENUINE

Spark Plug Heat Range Value Comparison



Replacing with Genuine Toyota Spark Plugs.



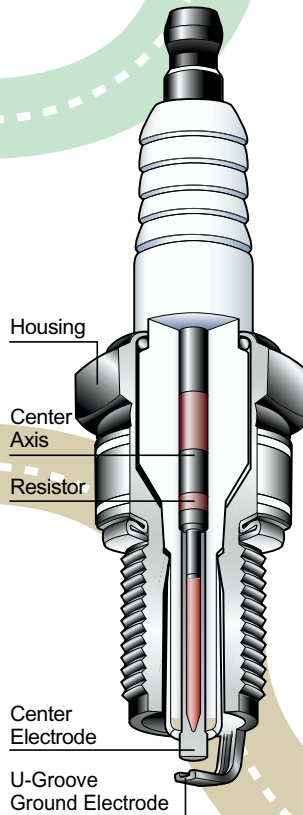
Genuine Road
Non-Genuine Road

START

My engine isn't performing like it used to. It lacks power.



Replacing with non-genuine plugs.



U-Groove Ground Electrode

Genuine Toyota Spark Plugs feature a U-Groove ground electrode which optimizes engine performance, including starting, acceleration, fuel economy and power. Because they do not have the U-Groove ground electrode, many non-genuine parts actually impair engine performance.



NON-GENUINE

Housing

Toyota uses reliable materials and precise construction methods to create its spark plug housings. The result is stable performance and long life. Genuine Toyota Spark Plug housings also have a high rate of thermal conduction, ensuring that they are always at the ideal temperature. Without proper heat conduction, spark plugs tend to run too hot or too cold, causing engine misfires or pre-ignition which often leads to engine damage.



NON-GENUINE

Heating Range

To work efficiently, engines must have spark plugs with the appropriate heating range. If the range is inappropriate, the plug may fail to ignite, resulting in poor starting, reduced performance on uphill climbs or when carrying a heavy load, and increased fuel consumption. A Genuine Toyota Spark Plug is the only way to guarantee proper heating range.



Beware of imitations. Using non-genuine spark plugs could cause damage to your engine. Non-register spark plugs are applied to some of Toyota cars. Check at your Toyota dealer for detail.

Without Genuine Toyota Spark Plugs