

SPARK PLUGS, STARTERS & ALTERNATORS

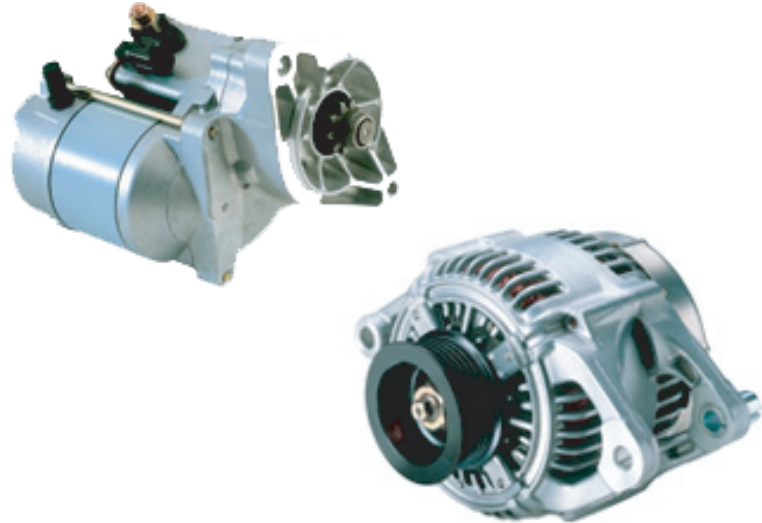


U-Groove Spark Plug



- DENSO's patented U-Groove Spark Plug enables complete combustion by allowing the spark to fill the gap created by the U-Shape. The ball of fire created in the U-Groove develops a larger and hotter flash front that virtually eliminates excessive fouling and erratic starts caused by poor fuel mixtures.

First-Time Starters & Alternators



Every DENSO Core goes through a rigorous quality control process. With reliability and performance as the first priority, they truly are better by design.

Remanufactured Starters are guaranteed to fit the first time with over 29 performance and safety checks. In addition to the highest quality replacement parts, every facet is optimized.

Tests and checks are performed on:

- Armature
- Commutator
- Clutch Assembly
- Bearing
- Rotor/Stator
- Slip Ring



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A Winning Tradition

DENSO Aftermarket

The DENSO name means high quality and superior technology in the automotive industry. DENSO now offers its First Time Fit brand of products to the aftermarket. Products precision-built for exact replacement so you don't have to worry about doing the same job twice



DENSO is featured as an exclusive brand to the NASCAR teams

DENSO
Iridium Power

DENSO
Heavy Duty

Quality

Every component that leaves our factories has been designed with precision, manufactured to OE standards and subjected to rigorous safety and performance tests

Reliability

DENSO factories are all QS9000 and ISO9000 certified worldwide, one of the many reasons why zero defects for parts produced in the millions is a reality for us

Value

The OE-standard quality and reliability of DENSO Aftermarket components add up to a tremendous value for our customers and their automotive needs

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