

The benefits of spark plug maintenance

Understanding the essential maintenance practices that keep your car running smoothly doesn't require an extensive automotive background. If you can't perform the work yourself, knowing when your car needs a visit to your friendly professional technician is just as valuable.

One of the primary practices of engine care is spark plug maintenance. The function of spark plugs in a gasoline engine is to ignite the air-fuel mixture that the engine pumps out, thus starting the ignition. But, if one or more of the plugs is malfunctioning or worn out, the engine will misfire.

So, to keep your engine functioning properly, changing old, worn or dirty spark plugs should be a priority. Regular spark plugs typically last up to 48,000 km, whereas platinum plugs can last up to 160,000 km.

In order to help with optimum fuel efficiency and durability, the Autolite team has provided con-

sumers with three different sets of spark plugs to choose from. Autolite platinum plugs are designed to reduce gap erosion, decrease engine misfires and have increased durability over the standard copper core plug. Autolite double platinum plugs virtually eliminate gap erosion, also reduce misfires and provide up to 160,000 km of durability. Autolite XP Xtreme Performance iridium enhanced spark plugs have a more focused ignition for better overall ignitability over standard, copper core plugs and optimum performance.

"We understand that money is tight these days, but if drivers delay basic auto maintenance it's going to end up costing them more down the road. That's why we've created three top-of-the-line spark plugs that are designed to provide optimum performance, and we guarantee it!" said Megan Currie for Honeywell Consumer Products Group.

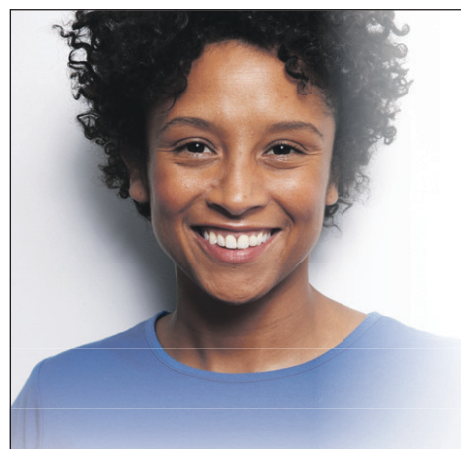
Autolite is currently running the

Autolite challenge national consumer promotion that gives do-it-yourselfers the opportunity to put Autolite spark plugs to the test. From March-August, 2010, consumers that purchase four or more Autolite plugs will receive a tear sheet provided by participating retail outlets. Once they register online, consumers are entered for a chance to win a Grand Prize of free gas for a year (Approximate Value: \$5,000) and they could even be the daily instant winner of a \$50 gas card. Plus, they'll be covered by the OE-quality performance and the Autolite money-back guarantee.

Full contest rules and regulations and details of the guarantee can be found online at www.autolitechallenge.com.

More information on spark plugs or instructional videos on how to change your spark plugs are available at www.autolite.com.

—www.newscanada.com



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 - ✓ Battery test and report on findings
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Goodyear Integrity P185/65R14

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VISIT FORD.CA FOR ADDITIONAL OFFERS AND A LIST OF PARTICIPATING DEALERS.

All offers expire April 30, 2010. See service advisor for complete details. Applicable taxes and provincial levies not included. *Applies to single rear wheel vehicles only. †Ford Protection Plan is only available for non-commercial cars and light trucks. If an eligible Ford, Motorcraft® or Ford-approved part fails due to a defect in material or workmanship, wear out or rust through, it will be replaced at no charge as long as the original purchaser of the part owns the vehicle on which the part was installed. ††Up to 5 litres of oil. Disposal fees may be extra. Does not apply to diesel engines. ‡Applies to winter tires that are already mounted and balanced on rims. ‡‡Inspection does not apply to vehicles with rear drum brakes. Drum brakes may require additional parts and labour at an additional cost. See service advisor for full details. *Some restrictions apply. See service advisor for more details. ††Excludes emergency brake pads or shoes. ‡Limited time offer. In order to receive a competitor's advertised price, tires must be purchased and installed at your participating Ford Dealer. Offer only available at participating Ford dealerships. This offer is valid on the cost of the tire only and does not include labour costs, valve stems, mounting, balancing, disposal or taxes. The competitor's advertised price must have been printed within 30 days of the sale and the tires must be the same brand, sidewall, speed and load ratings as shown in the competitive advertisement. Competitor's advertised prices do not include eBay advertisements, tire wholesalers, online tire retailers, closeout, special order, discontinued clearance or liquidation offers. Offer may be cancelled or changed at any time without notice. For complete details.



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