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IGNITION | FILTERS | BRAKES | LIGHTING





CHAMPION SPARK PLUGS

PART II - OUR PART NUMBER STRUCTURE





CHAMPION IS LEADING IN SPARK PLUGS GLOBALLY, COVERING 95%* OF THE EUROPEAN CAR PARC

Our catalogue includes iridium, platinum and double copper spark plugs, as well as EON TITAN compact plugs featuring Thermal Contour and Poly-V technology. Each of these high-quality spark plugs is designed to optimise engine performance, resist erosion and minimise wear.



IF IT HAS AN ENGINE, WE HAVE A PLUG FOR IT

We permanently want to serve you better and support your business. How? By offering you first-class products and a complete range in combination with **all the information you need**. That's why we created **3 brochures** for you:

Part 1. How does a spark plug work?

In the first brochure, we **guide you through the components** that are used in Champion spark plugs and determine the performance and durability of the spark plug. But did you know that the most essential information is already at your fingertips? As you will read in our second brochure.

Part 2. Our part number structure explained

Every Champion spark plug product number holds detailed specifications about its different components (e.g. resistor, shell, seat), the used technology (e.g. Copper) and its features (e.g. Ribbed Core Nose). An overview of all possible combinations is available in our paper and online catalogue. We'll give you a more detailed explanation.

Part 3. The technologies inside Champion spark plugs

Finally, in our last brochure, we **guide you through the technologies** that are used in Champion spark plugs.



Original OE-quality

When you are the world's number one spark plug provider, customers turn to you with all kinds of questions. OEMs push us to come up with new technologies and solutions that fit the needs of their latest ignition developments. As these spark plug technologies innovations are quick to be released into the aftermarket, we ensure and inform distributors and installers at the same speed.

Let's get started: just turn the page to learn more about Champion spark plugs!

SEE WHAT OUR PACKAGING CAN TELL YOU

On each Champion spark plug packaging, a label indicates the **short product code** (e.g. OE220).

This short code corresponds with Champion's technical code. For instance, the short code OE220 corresponds to the **technical code** KEC4PYPBF-1.



| Short Code | \rightarrow | Technical Code |
|------------|---------------|------------------|
| OE219 | - | KEC4PYPBF |
| 0E220 | \rightarrow | KEC4PYPBF-1 |
| 0E246 | \rightarrow | KEC6WYPB-1 |

The corresponding codes can be found in our paper or online catalogue: **www.drivparts.com/en-eu/catalogue.html**





This technical code is a combination of numbers and letters to indicate major features of the plug design and provides detailed information on the technical specifications of **5 main components** of the spark plug (see brochure Part I for more info).



In the table at the end of this brochure or in any of our product catalogues you get a complete overview of the available technical specifications for each component.

| | | | | | | |] ਵਿ | | | | | | | | | |
|-----|-------|----|-------|-----------------|---------|-------|-------------|-----|------|-----|---------------------|-----------------------|---------------------|--------------------|----|----------|
| | K | | | EC | | | KEC4PYPBF-1 | | 4 | | | P | (PBF | | | -1 |
| RES | ISTOR | | 1 | 2 | 3 | 4 | | HEA | | | CENTRE ELECTRODE | # GROUND ELECTRODE | GROUND ELECTRODE | PROJECTION FEATURE | | TERMINAL |
| - | X | A | 16 mm | M12 x | 19 mm | Flat | | 23 | | - | Nickel | 1 | Nickel | non | | |
| к | 1 | AX | 18 mm | M12 x 1.25mm | 19 mm | Flat | | 21 | 30 | А | Nickel | 1 A | Nickel | non | 11 | |
| Q | 1 | С | 16 mm | M14 x 1.25mm | 19 mm | Flat | | 20 | 30 | В | Nickel | 2 | Nickel | non | -1 | |
| R | 1 | CJ | 19 mm | M14 x 1.25mm | 9.5 mm | Flat | | 19 | | BMC | Copper | 2 | Nickel | 3 mm | | |
| U | × | D | 23 mm | M18 x 1.5 mm | 12.7 mm | Flat | Ľ | 18 | | BYC | Copper | 2 - 3 | Nickel | 1.5 mm | | |
| Х | 1 | DJ | 16 mm | M14 x 1.25mm | 8.3 mm | Taper | | 17 | | С | Copper | 1 | Nickel | non | | |
| | | DZ | | | | Taper | | 16 | | CC | Copper | 1 | Copper | | | M4> |
| | | EA | | | | | | 95 | an - | CX | | | Nickel | | | |
| | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |

Your Champion benefit: detailed information throughout the range

In order to meet the different demands of OE manufacturers, automotive professionals and end-users, Champion offers the **most complete spark plug range** that's currently available. This also means offering a host of technologies and specifications.

Champion packaging, catalogues and product numbers provide you with **specific information on every plug**. Find out the components on the next pages.

OUR PART NUMBER STRUCTURE



1. RESISTOR

KEC4PYPBF-1



| Туре | Value | Explanation |
|------|--|---|
| - | Non resistor | Plugs without resistor installed. |
| К | 1-2 kΩ | With Fired In Suppressor Seal (FISS). Fired construction - stronger insulator increases heat dissipation. The plug can be used as a sensor coupled to modern O.B.D (On Board Diagnostic (OBD) systems. |
| Q | 25-140 kΩ | Plug with inductive suppressors. This type is mostly used in racing applications. It is suited for high-performance capacitive discharge ignition systems with a wire wound inductive coil to reduce RFI without negatively affecting ignition performance. |
| R | 6-16 kΩ | Champion developed the Patented SAC9-suppressor in the early 1980s. This semiconductor resistor/suppressor is formed from strontium carbonate, aluminium oxide and copper oxide powders. |
| | 3-10 kΩ | With Fired In Suppressor Seal (FISS) for modern ODB systems. |
| т | 7-15 kΩ | High resistance FISS 7-15 kΩ |
| U | Auxilliary (booster) Gap | This type of resistor is rarely used by Champion because it increases RFI compared to non-resistor spark plugs. |
| X | Dual Inductor + Resistor (Kohler, Briggs & Stratton, BRP, Polaris) | Combines both a SAC9- resistor with an inductive suppressor to minimise RFI in specific non-automotive applications. |

OUR PART NUMBER STRUCTURE

2. SHELL



| Product code | Hex/Nut | Thread | Thread Length | Seat |
|-----------------|-----------------|--------------|---------------|-------|
| A | 16 mm | M12 x 1.25mm | 19 mm | Flat |
| AX | 18 mm | M12 x 1.25mm | 19 mm | Flat |
| С | 16 mm | M14 x 1.25mm | 19 mm | Flat |
| CJ | 19 mm | M14 x 1.25mm | 9.5 mm | Flat |
| D | 23 mm | M18 x 1.5 mm | 12.7 mm | Flat |
| DJ | 16 mm | M14 x 1.25mm | 8.3 mm | Taper |
| DZ | 16 mm | M10 x 1.25mm | 12.7 mm | Taper |
| EA | 14 mm | M12 x 1.25mm | 26.5 mm | Flat |
| EC | 16 mm | M14 x 1.25mm | 26.5 mm | Flat |
| ER | 16 mm | M12 x 1.25mm | 26.5 mm | Flat |
| ERX | Bi-hex 14 mm | M12 x 1.25mm | 26.5 mm | Flat |
| E / ES | 16 mm | M14 x 1.25mm | 25 mm | Taper |
| F | 21 mm | M18 x 1.5 mm | 11.7 mm | Taper |
| FN | 16 mm | M14 x 1.25mm | 19 mm | Flat |
| G | 16 mm | M10 x 1.25mm | 19 mm | Flat |
| н | 21 mm | M14 x 1.25mm | 11.1 mm | Flat |
| J | 21 mm | M14 x 1.25mm | 9.5 mm | Flat |
| L | 21 mm | M14 x 1.25mm | 12.7 mm | Flat |
| Ν | 21 mm | M14 x 1.25mm | 19 mm | Flat |
| Р | 18 mm | M12 x 1.25mm | 12.5 mm | Flat |
| S | 16 mm | M14 x 1.25mm | 18 mm | Taper |
| v | 16 mm | M14 x 1.25mm | 11.7 mm | Taper |
| w | 24 mm | 7/8"-18 | 16 - 19 mm | Flat |
| x | 16 mm | M14 x 1.25mm | 12.7 mm | Flat |
| Y | 16 mm | M10 x 1.25mm | 6.4 - 9.5 mm | Flat |
| Z | 16 mm | M10 x 1.25mm | 12.7 mm | Flat |
| ZF | 21 mm | M18 x 1.5 mm | 11.1 mm | Taper |
| X plug | 24 mm | 1/2"-14 | 25.4 mm | Taper |
| 7989 | 16 mm | M16 x 1.5 mm | 21.6 mm | Taper |

Your Champion benefit: perfect performance guaranteed

- Every Champion spark plug has a shell that is developed to **meet OE requirements** and to **perfectly fit specific application(s)**
- Clear dimensions allowing **correct instalment** according to Champion specifications given above

3. HEAT RANGE



| | A state | and the second |
|--|--|--------------------------------------|
| Specific automotive applications | General & industrial engine applications | High- performance applications |
| 23 | | |
| 21 | | |
| 20 | | |
| 19 | 95 | |
| | 92 | |
| 18 | 91 | |
| 17 | 90 | |
| 16 | | |
| 15 | | |
| 14 | | |
| 13 | | |
| 12 | 86 | |
| 11 | | |
| 10 | | |
| 9 | | |
| 8 | | |
| 7 | | |
| 6 | 85 | 63 |
| 5 | 82 | 61 |
| 4 | 81 | 59 |
| | 79 | |
| | 78 | |
| 3 | 77 | 57 |
| | 76 | |
| | 75 | |
| 2 | | 55 |
| 1 | | 54 |
| | | 53 |

Each spark plug manufacturer uses its own logic and heat range numbering. Champion categorises plugs according to the application.

The numbers are not real figures indicating degrees. They are 'product codes' used to give an indication of the heat range: plugs are hotter the higher the number, colder the lower the number. For more details, please consult the Champion catalogues.

Your Champion benefit: the perfect plug for every engine

The current trend of downsizing engines and increasing the power output per cubic inch means that these engines get a higher compression. Champion addresses this new trend by creating cold spark plugs that are suited for these types of engines and of course still serves the rest of the market with hot spark plugs.

In this way, Champion has a **complete range that enables you to service a broad vehicle parc**, from older (basic) models to modern (high-performance) cars that are equipped with the latest engine technology.

4. ELECTRODES

| | KE | C4PYF | PBF-1 | |
|---|-----------|-----------|----------|----|
| | \square | \land | | |
| | K | \bullet | X | |
| K | EC | 4 | PYPBF | -1 |

| Centre Electrode | | | | |
|---------------------|----------------|--|--|--|
| С | Copper | | | |
| G | Gold Palladium | | | |
| w | Iridium | | | |
| - | Nickel | | | |
| Ρ | Platinum | | | |
| - | Steel | | | |
| В | Fine Wire | | | |
| | | | | |

| # Ground Electrodes | | | | |
|------------------------|------------------------|--|--|--|
| - | 1 | | | |
| В | 2/3 | | | |
| D | 2 | | | |
| т | 3 | | | |
| Q | 4 | | | |
| 1+2 | 1+2 side electrodes | | | |
| 1A | 1 angled | | | |
| 1C | 1 cut back | | | |

| Ground Electrode | | | |
|---------------------|------------|--|--|
| - | Nickel | | |
| - | 125 Nickel | | |
| - | Non | | |
| С | Copper | | |
| Ρ | Platinum | | |
| F | Side-fire | | |
| | | | |

| Projection mm | | |
|------------------|-----|--|
| - | non | |
| Н | 0,8 | |
| Y | 1,4 | |
| | 1,5 | |
| | 2,3 | |
| IVI | 3,0 | |
| L | 5,1 | |
| Е | 7,4 | |
| D | 8,4 | |

| Feature | | | | |
|---------|------------------|--|--|--|
| 7989 | Ford High Thread | | | |
| X-plug | Ford Model T | | | |
| v | Ribbed Core Nose | | | |
| ^ | Special Feature | | | |
| v | Surface Gap | | | |
| z | Skirted Shell | | | |

Types

















5. TERMINAL



| Product code | Image | Explanation |
|-----------------|-------|--|
| ST | | Plugs with a solid terminal are used where the terminal snaps onto a boot with a large connector inside. This is the standard plug type. |
| тт | M4> | Plugs with a threaded terminal can only be used with plug caps or wires designed to snap over the smaller threaded stud. This type is common in motorcycle and power sports applications. Plugs with a removable terminal are a combination of the threaded and solid terminal. The removable terminal seems optimal – as it has both options – but sometimes the terminal could become loose (due to vehicle movement e.g.) and deliver a bad contact. |
| - | M4> | SAE solid terminal or threaded with SAE knurl attached. |
| -1 | | Cup Terminal . Because the terminal is smaller, the plug has an extended insulator neck creating a greater insulation surface and better ignition performance. |

5. THE GAP

| Product code | Value | | | |
|--------------|------------|--|--|--|
| - | 0,7-0,9 mm | | | |
| 2 | 0,6 mm | | | |
| 3 | 0,9 mm | | | |
| 4 | 1,0 mm | | | |
| 5 | 1,3 mm | | | |
| 6 | 1,5 mm | | | |
| 8 | 2,0 mm | | | |

CHAMPION COMPLETE PRODUCT CODE TABLE

Find out the **complete overview** of the available technical specifications for each component on the next page. The first column of each section contains the product code – numbers and letters – that is included in the technical code of each plug. The following column contains indications of possible values. Where necessary a visual is used to illustrate differences or details.

Remember that these values and categorisation are the **Champion product code**. Other (OE) Manufacturers can have a different code, e.g. the heat range is manufacturer-specific: each manufacturer has its own indication. Conversion tables can be found on the web.

Special plugs

The 7989 and the X-plug are special plugs. They were developed to very specific technical requirements by OEMs.





The OE 'high thread' style spark plug with an improved one-piece design by Champion (over prior OE two-piece design) for a superior durability.



X-plug

The Champion spark plug for Ford's famous model T.

| | K | | | EC | | |
|----------|---|--------|-----------------|-----------------|-----------------------------|-------|
| RESISTOR | | 1 | 2 | 3 | 4 | |
| - | x | Α | 16 mm | M12 x 1.25mm | 19 mm | Flat |
| к | 1 | AX | 18 mm | M12 x 1.25mm | 19 mm | Flat |
| Q | 1 | с | 16 mm | M14 x 1.25mm | 19 mm | Flat |
| R | 1 | CJ | 19 mm | M14 x 1.25mm | 9.5 mm | Flat |
| U | x | D | 23 mm | M18 x 1.5 mm | 12.7 mm | Flat |
| х | 1 | DJ | 16 mm | M14 x 1.25mm | 8.3 mm | Taper |
| | | DZ | 16 mm | M10 x 1.25mm | 12.7 mm | Taper |
| | | EA | 14 mm | M12 x 1.25mm | 26.5 mm | Flat |
| | | EC | 16 mm | M14 x 1.25mm | 26.5 mm | Flat |
| | | ER | 16 mm | M12 x 1.25mm | 26.5 mm | Flat |
| | | ERX | Bi-hex 14 mm | M12 x 1.25mm | 26.5 mm | Flat |
| | | E / ES | 16 mm | M14 x 1.25mm | 25 mm | Taper |
| | | F | 21 mm | M18 x 1.5 mm | 11.7 mm | Taper |
| | | FN | 16 mm | M14 x 1.25mm | 19 mm | Flat |
| | | G | 16 mm | M10 x 1.25mm | 19 mm | Flat |
| | | н | 21 mm | M14 x 1.25mm | M14 x 1.25mm 11.1 mm Fla | |
| | | J | 21 mm | M14 x 1.25mm | 9.5 mm | Flat |
| | | L | 21 mm | M14 x 1.25mm | 12.7 mm | Flat |
| | | N | 21 mm | M14 x 1.25mm | 19 mm | Flat |
| | | Р | 18 mm | M12 x 1.25mm | 12.5 mm | Flat |
| | | S | 16 mm | M14 x 1.25mm | 18 mm | Taper |
| | | v | 16 mm | M14 x 1.25mm | 11.7 mm | Taper |
| | | w | 24 mm | 7/8"-18 | 16 - 19 mm | Flat |
| | | х | 16 mm | M14 x 1.25mm | 12.7 mm | Flat |
| | | Y | 16 mm | M10 x 1.25mm | 6.4 - 9.5 mm | Flat |
| | | z | 16 mm | M10 x 1.25mm | 12.7 mm | Flat |
| | | ZF | 21 mm | M18 x 1.5 mm | 11.1 mm | Taper |
| | | X plug | 24 mm | 1/2"-14 | 25.4 mm | Taper |
| | | 7989 | 16 mm | M16 x 1.5 mm | 21.6 mm | Taper |



HEX BI-HEX

| SEAT | Thread Diameter | Tightening Torque Nm | | |
|--------|--------------------|-------------------------|--|--|
| | 10 mm | 10-15 | | |
| GASKET | 12 mm | 20-25 | | |
| | 14 mm | 25-30 | | |
| | 10 mm | 10-15 | | |
| TAPER | 12 mm | 15-20 | | |
| | 14 mm | 15-20 | | |



| 4 | | PYPBF | | | | | | | -1 |
|----------|------------|--------|------------------------|-----------------------|-----------------------|------------------|---------------------|-----|--|
| HEA | TRANGE | | CENTRE ELECTRODE | # GROUND ELECTRODE | GROUND | PROJECTION | FEATURE | | TERMINAL |
| 23 | HOT | - | Nickel | 1 | Nickel | non | | | |
| 21 | 30 | Α | Nickel | 1 A | Nickel | non | | 4 | |
| 20 | | В | Nickel | 2 | Nickel | non | | - | |
| 19 18 | | BYC | Copper | 2 - 3 | Nickel | 3 mm 1.5 mm | | | |
| 17 | | с | Copper | 1 | Nickel | non | | | |
| 16 | | cc | Copper | 1 | Copper | non | | - | M4> |
| 95 92 | | CX | Copper Nickel | 1 C 1 | Nickel | non 8.4 mm | | | |
| 91 | 30 | DMC | Copper | 2 | Nickel | 3 mm | | | M4> |
| 15 | | DR | Nickel | 1 | Nickel | non | | | |
| 14 | | DYC | Copper | 2 | Nickel | 1.5 mm | | | |
| 12 | | F | Copper | 3 | Nickel | non | | | |
| 90 | 3 D | G | Gold Palladium | 1 | Nickel | non | | ST | |
| 11 | | GC | Gold Palladium | 1 | Copper | non | | | |
| 10 9 | | н | Copper | 1 | Nickel | 0.8 mm | | | |
| 89 | | нсс | Copper | 1 | Copper | 0.8 mm | | | GAP |
| 87 | | нсх | Copper | 1 C | Nickel | 0.8 mm | | - | 0.7 - 0.9 mm |
| 8 | | HX | Nickel | 10 | Nickel | 0.8 mm | | 2 | 0.6 mm |
| 7 | | JC | Copper | 1 | Nickel | non | | 4 | 1.0 mm |
| 82 | | LC | Copper | 1 | Nickel | 2.3 mm | | 5 | 1.3 mm |
| 81 | 30 | LCC | Copper | 1 | Copper | 2.3 mm | | 6 | 1.5 mm |
| 6 | | | Nickel | 1 | Nickel | non | | 8 | 2.0 mm |
| 78 | | LY | Nickel | 1 | Nickel | 5.1 mm | | | Fine-wire |
| 77 | 30 | LYC | Copper | 1 | Nickel | 5.1 mm | | | |
| 76 | | MC | Copper | 1 | Nickel | 3 mm | | в | No. of Concession, Name |
| 65 4 | | MCC | Copper | 1 | Copper | 3 mm | Ribbed Core | | T I |
| 63 | | MCX | Copper | 1 | 125 Nickel | 3 mm | Nose | | - Sector |
| 61 | <u>1</u> | мх | Copper | 1 | 125 Nickel | 3 mm | | | |
| 3 | | P | Platinum | 1 - 2 | Nickel / Platinum | non | | | Angled 1 |
| 2 59 | | PEC | Platinum | 1 | Platinum | 7.4 mm 7.4 mm | | | |
| 57 | 92-50 | PEPB | Platinum B | 1 | Platinum | 7.4 mm | | 1A | Constant 2 |
| 55 | | PHP | Platinum | 1 | Platinum | 0.8 mm | | | C120 |
| 1 | | PLP | Platinum Platinum P | 1 | Platinum | 5.1 mm | | | |
| 53 | | PMC | Platinum | 1 | Copper | 3 mm | | | Cut Back 1 |
| C | COLD | РМСВ | Platinum B | 1 | Copper | 3 mm | | | - |
| | | PMP | Platinum | 1 | Platinum | 3 mm | | 1C | |
| | | РМРВ | Platinum B Platinum | 1 | Platinum | 3 mm | | | |
| | | РҮВ | Platinum | 1 | Nickel | 1.5 mm | | | |
| | | PYC | Platinum | 1 | Copper | 1.5 mm | | | |
| | | PYCB | Platinum B | 1 | Copper | 1.5 mm | Ribbed Core | | 1 + 2 Side |
| | | PYCBA | Platinum B | 1 | Platinum | 1.5 mm | Nose | 1+2 | 10 10- |
| | | РҮРВ | Platinum B | 1 | Platinum | 1.5 mm | | | |
| | | PYPBF | Platinum B | 1 | Platinum Side-fire | 1.5 mm | | | T. |
| | | PYPBX | Platinum B | 1 | Platinum | 1.5 mm | Special | | |
| | | QMP | Platinum | 4 | Nickel | 3 mm | | | Side-fire |
| | | R | Nickel | 1 | Nickel | Retracted | | | Contraction of the |
| | | тмс | Copper | 3 | Nickel | 3 mm | | F | and the second s |
| | | TYC | Copper | 3 | Nickel | 1.5 mm | V | | CH P |
| | | vc | Copper | non | non | non | v | | |
| | | VPYC | Platinum | 1 | Copper | 1.5 mm | | | |
| | | VTYC | Copper Iridium | 3 | Nickel | 1.5 mm | | | Skirted Shell |
| | | WHPB | fine-wire Iridium | 1 | Platinum | 0.8 mm | | | |
| | | WMPB | Iridium fine-wire | 1 | Platinum | 3 mm | | z | |
| | | WP | Iridium | 1 | Platinum | non | | | |
| | | WYCB | fine-wire | 1 | Copper | 1.5 mm | | | |
| | | Y | tine-wire Nickel | 1 | Nickel | 1.5 mm | | | Ribbed Core Nose |
| | | YC | Copper | 1 | Nickel | 1.5 mm | | | 15 |
| | | YCC | Copper | 1 | Copper | 1.5 mm | | x | Contraction of the |
| | | YCL | Copper | 1 | Copper 125 Nickel | 1.5 mm 1.5 mm | | | 0 |
| | | YDR | Nickel | 1 C | Nickel | 1.5 mm | | | |
| | | ΥX | Nickel fine-wire | 1 | Nickel | 1.5 mm | | | |
| | | ZMCC | Copper Platinum D | 1 | Copper | 3 mm | Z | | Surface gap |
| | | ZPYPB | Platinum B | 1+2 | Platinum | 1.5 mm | Z | | |
| | | ZTMC | Copper | 1 | Nickel | 3 mm | z | v | |
| | | X plug | Nickel | 1 | Nickel | non | Ford Model T | | (0) |
| | | 7989 | Platinum | 1 | Platinum | 1.4 mm | Ford High thread | | |

SAME QUALITY, DIFFERENT PLUG

Champion plugs are developed **in close cooperation with the OE manufacturers**, in compliance with the most stringent requirements. In the **same OE facilities**, we also produce and optimize all our spark plugs for the aftermarket. So you can be sure that they will keep on **meeting or even exceeding the same standards**.





Champion plug

OEM plug

PROVEN TECHNOLOGY, PRODUCED IN WEST-EUROPE

- Improved ignitability, performance and durability
- Developed, tested and produced in our **global OE facilities**
- European production in our Chazelles-sur-Lyon (France) OE facility
- Meeting the **most stringent requirements** of OE manufacturers
- Same quality standards for OE manufacturers as for the aftermarket
- Including all **proven technologies** and industry-first **innovations**

Chazelles



LEADING VEHICLE PARC COVERAGE FOR SPARK PLUGS, AND INCREASING EVERY DAY

LEADING THE AFTERMARKET WITH OVER 95% COVERAGE FOR SPARK PLUGS

- For automotive and non-automotive applications
- OE plugs directly available for the aftermarket
- Including technological innovations
- Regular New Product Introductions increasing the percentage of coverage continuously