

The new Ultra X. High Tech made by Beru.

X-tremely powerful.

**BERU**

X-tremely reliable

X-tremely long life:

**Ultra X**

**Ultra X.**



perfection built in

Perfektion eingebaut

perfection intégré

perfection built in

perfection built in

Perfektion eingebaut

perfection built in

**BERU**

# UltraX.

The spark plug innovation  
utilizing state-of-the-art  
original equipment technology.

## 1. The multifunctional principle for optimum ignition reliability

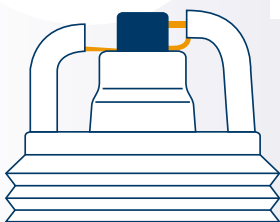
Different principles are employed for spark propagation: Surface discharge, air spark and combined air/surface discharge technology. The four ground electrodes are arranged offset in pairs, so that the ignition spark has a total of 6 (!) ways to ignite the gasoline/air mixture.

## 2. Excellent cold start characteristics

The operating principle of the surface discharge technology promotes the self-cleaning of the insulator foot: A clean insulator is the best way to avoid cold start problems!

## 3. Reliable and safe

Spark plugs are subject to wear and must be replaced at pre-defined intervals. Otherwise, fuel consumption and pollution will increase sharply. The Beru Ultra X fulfils the replacement intervals prescribed by automobile manufacturers and exhibits constant spark behaviour over its entire lifetime: The most important requirement for safe ignition. The ground electrodes of the Ultra X are more exact than is the case with conventional spark plugs. The result is better gas circulation. At the same time, the spark extends deep into the combustion chamber – further additional features for greater safety and optimised ignition.



*Spark development with the new Beru Ultra X: on the left, the path on the lower side electrode; on the right, the two possibilities on the higher side electrode. As both electrodes are present in pairs, the result is a total of six different paths for the ignition sparks.*

**Ultra X – the air/surface discharge spark plug with a nickel-plated copper core and 4 pair-wise offset side electrodes arranged in an X-shape.**



- **Reliable ignition:**  
Doubly reliable ignition through air/surface discharge technology, improved spark discharge via the four pair-wise offset side electrodes arranged in an X-shape
- **High performance:**  
Optimum combustion through forward spark location
- **Reliable cold starts:**  
Self-cleaning function through variable spark paths
- **Reliability:**  
Rapid achievement of the ideal operating temperature through the conical insulator foot
- **Environmental friendliness:**  
Minimised emission of pollutants and protection of the catalyst through effective combustion

# Ultra-X

## Your formula for success!

Here are the distinct advantages of the new Ultra X:

- Streamlined range of six types covers 93% of the market.
- Eye-catching packaging.
- Active sales support.
- We place attractive advertisements for the new Ultra X.
- Environmental considerations: Minimized pollution emissions and catalyst protection through effective combustion.



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