

# The fresher your plugs the surer your starts.

### Just what do fresh plugs have to do with fast starts?

Plenty. Because fresh plugs need *less* voltage to fire than worn plugs. So you start faster. Depend on it.

### Why does cold weather affect starting?

As the temperature drops, ignition systems deliver less voltage. Couple this with increased voltage demands of worn plugs, and you're asking for starting trouble.

### When should you replace plugs?

Spark plugs are usually good for about 10,000 to 12,000 miles. After that, replace them for dependable starts. And good gas mileage and performance, too.

### Why replace plugs with Champions?

Champions are just right for your car. Champion is the world's No. 1 selling spark plug. And Champion brings you informative little ads like this one—so your plugs will never leave you out in the cold.



Fill'er up with Champions.

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