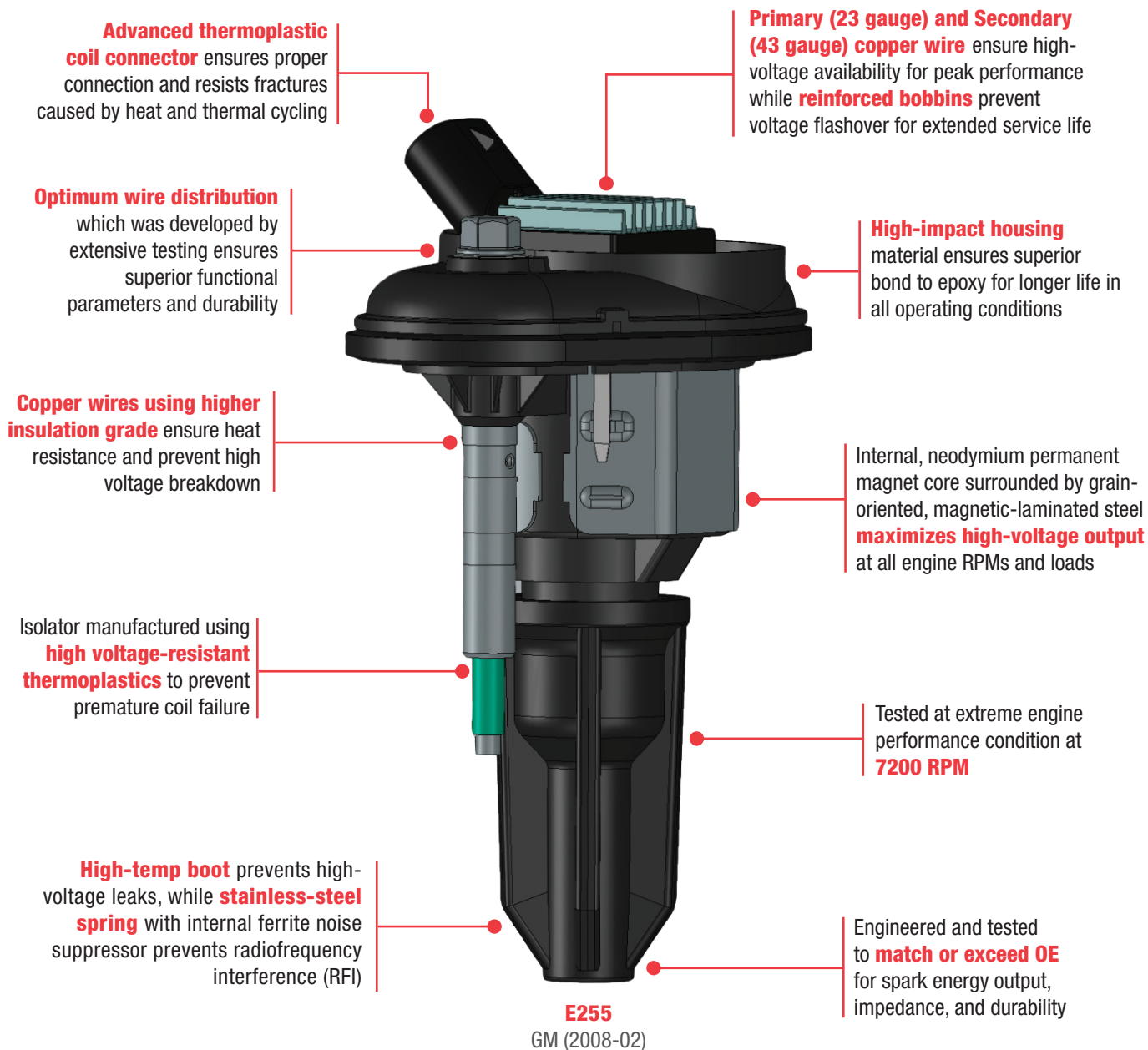


## Heavier-Duty Ignition Coils

### A Closer Look at our Heavier-Duty Ignition Coil Components

BWD's new heavier-duty ignition coils are the product of superior design, manufacturing, and testing. For example, take our E255, one of the many new heavier-duty ignition coils in our line:



See reverse side for testing

## BWD® Outperforms the OE

All products manufactured at our IATF 16949 and ISO 9001-certified facility in Poland undergo extensive measurement and life testing, in addition to a full range of environmental analysis that includes thermal shocks, thermal cycling, and vibration tests, just to name a few.

To see what goes into our ignition coil testing, take a look at this competitor comparison between our E255 and the OE:



**E255**  
GM (2008-02)

### OE Comparison Analysis

	TEST STAGES			
	Stage 1: 300-Hour Life Test	Stage 2: 100 Thermal cycles	Stage 3: 24-Hour Life Test (with high parameters)	Stage 4: 10 Additional Thermal Shocks
<b>BWD®</b> E255	PASSED	PASSED	PASSED	PASSED
<b>OE</b>	FAILED			

### Testing Takeaways

- The two OE coils tested short circuited after 68 hours and 140 hours, respectively
- The two BWD® coils tested passed the 300-hour life test as well as 100 thermal cycles, a 24-hour life test, and 10 thermal shocks
- Compared to the OE, BWD® coils have 9% higher spark energy and 18% higher secondary voltage, which leads to better combustion of fuel mixture and reduced exhaust gas discharge