THE OE’s ARE FAR FROM PERFECT

Many original OE designs can have unforeseen weak points that lead to product failure. These OE flaws don’t surface until vehicles are on the road.

THE BWD® ADVANTAGE

We have several years to evaluate the original part, identify the OE issues and correct these problems.

HIGH OE FAILURE RATES MAKE IGNITION COILS A KEY AFTERMARKET CATEGORY

Today’s advanced systems can push an ignition coil to the brink of destruction.
- High resistance overworks a coil
- Coils now operate in a harsher environment
- Ignition coils are mandatory replacement parts

THE WEAK POINTS IN MANY OE COIL DESIGNS LEAD TO PRODUCT FAILURE

OE FLAWS
Our engineers identify the OE flaws
BWD® IMPROVEMENTS
We design the BWD® coil to overcome these flaws
BWD® RELIABILITY
We manufacture a more reliable, better performing ignition coil

OE WEAK POINT: NO HIGH VOLTAGE CONNECTION
OE Design Flaw: Terminal Deformations
BWD® Solution: Spring Terminal Design

OE TERMINAL DESIGN BREAKS THE HIGH VOLTAGE CONNECTION

The BWD® engineering features a spring terminal design that maintains a solid high voltage connection for top performance and long service life

OE WEAK POINT: MOISTURE CRACKING
OE Design Flaw: Polypropylene Cover
SMP Solution: Elastomer Overmold

OE EPOXY CRACKS AFTER TEMPERATURE TEST

The OE polypropylene cover on steel core leads to epoxy cracking, moisture intrusion, degraded performance and eventual failure
SMP HAS NO CRACKS AFTER THERMAL CYCLE TESTING

OE WEAK POINT: EPOXY CRACKING

OE WEAK POINT: MOISTURE INTRUSION
OE Design Flaw: 0-ring Design
SMP Solution: Eliminate 0-ring and Two-Piece Housing

OE COIL HAS MOISTURE INTRUSION

When the OE O-ring breaks, it allows moisture intrusion, which impairs coil performance and long service life
SMP DESIGN HAS NO MOISTURE INTRUSION

OE TERMINAL DESIGN BREAKS THE HIGH VOLTAGE CONNECTION

BWD® engineering features a spring terminal design that maintains a solid high voltage connection for top performance and long service life

WHEN OE’s GO OFF-PLATFORM AND SOURCE, THEIR OE AFTERMARKET PARTS LOOK AND PERFORM DIFFERENTLY

Here the OE and OE aftermarket coils don’t match – their build-in segmentation is different
SMP’s design is superior to the OE aftermarket coil as we’ve designed a coil that overcomes the OE flaws. Our non-segmented, overmolded epoxy air pocket prevents moisture intrusion for a long lasting, high-performing coil.

THE TEST RESULTS ARE IN

BWD® coils outperform the OE and OE aftermarket coils with more spark energy and longer lasting discharge to deliver improved performance and fuel economy.
WE PAY ATTENTION TO DETAILS
We pay careful attention to the components, engineering, & manufacturing details to consistently deliver a superior BWD® ignition coil. To ensure proper function, BWD® Coil-on-Plug Assemblies feature premium-quality components.

WE BRING THE TOTAL COIL PACKAGE
The BWD® line offers more than 800 ignition coils
99% Aftermarket-Loading Coverage
We manufacture 90% of what we sell

SMP POLAND
Our most advanced engineering, design and manufacturing facility
In 2006, SMP acquired an OE ignition coil company in Bialystok, Poland. This plant had been manufacturing coils for the OE since 1979.
- SMP Poland is now 108,000 sq. ft. and IATF 16949-certified
- We manufacture 6 million coils and 2 million sensors each year
- We introduce 110+ new products annually
- More than 750 employees including 60+ resident engineers
- Highest quality coils for optimal performance and maximum durability

OE OFF-PLATFORM SOURCING
Many OE’s use non-OE product in their aftermarket programs
Once a part comes off-platform, those OE’s source, rather than manufacture – OE’s aren’t built for “short-run” requirements.

We estimate that one OE is sourcing approximately 73% of its aftermarket coils from China.

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