

An untuned car is "won't start" trouble.



You're all wet and you're blaming your battery. Yet—the real cause of your "won't start" trouble is just as likely to be worn spark plugs in an untuned engine.

Wet cold weather cuts your car battery's output so there's less voltage available for starting. And worn spark plugs can easily require twice the voltage of new plugs. Result—you have a combination that can be too much for even a brand new battery.

In fact, an 80,000-car study covering all the United States and Canada showed the odds are three times greater that you'll have starting trouble if your spark plugs are worn.

To avoid starting trouble this fall and winter, get a Champion Tune-Up: a new set of Champion spark plugs plus any other basic tune-up items your car may need. Champion spark plugs meet or exceed warranty requirements of all vehicle and engine manufacturers.



DEPENDABLE
CHAMPION
SPARK PLUGS

Champion
spark plugs
...the heart of
a tune-up