



Date: May 21, 2013	Bulletin Number: 13D-070
To: DDG Headquarters and Branches	Category: Product
From: Brad Brunken, Product Development	Line(s): 41

Subject: ACDelco Spark Plugs 41-110 and 41-962 - Application Update

Description

ACDelco announces that 2006 and older, as well as some 2007, spark plug service applications covered by the iridium spark plug 41-110 have moved to the platinum plug 41-962. For the older model years, GM used a double platinum spark plug in production, and these older applications are to be serviced with the double platinum plug 41-962. 2007 and newer applications used iridium plugs in production and service requirements will remain assigned to the iridium plug 41-110. Both plugs meet original equipment specifications for the applications designated. Catalog changes for the Epicor and WHI systems will be updated in the June release 2013. ACDelco recommends you begin adjusting your stocking requirements for the 41-962 in preparation of the upcoming catalog updates. The estimated sales volume split between the two spark plugs is 50/50 based on these application changes and vehicles in your markets.

Effective Date

Immediately

General Information

- Reference bulletin attachment for year, make and model applications for each of these ACDelco spark plugs. Please refer to Electronic Catalog Provider for complete application information.
- These plugs fall into the family pricing matrix for double platinum and iridium plugs. The 41-962 will be less expensive for older applications and will keep ACDelco competitive in the IAM.
- For these plug applications, there will only be one plug per application.

Attachments