

Federal-Mogul Launches New Packaging for Champion® Brand

Federal-Mogul has launched a family of trade packaging for its Champion® brand of spark and glow plugs in Europe, Middle East and Africa. The new packaging emphasizes the key benefits of the brand's premium spark and glow plug designs including detailed illustrations to help the installer make the best plug choice for superior performance, durability and value.

The packaging also includes bold graphics highlighting an extended performance guarantee of either three or four years with unlimited kilometers. Champion spark plugs featuring the new packaging include Champion Copper Plus, Multi Ground Electrode, Platinum, Ribbed Core Nose and Champion Iridium. Additionally, the packaging is offered on the following Glow plugs: Champion EcoMax®, CeraMax®, SuperMax™ and UltraMax™.

“Our new packaging tells the Champion brand's impressive technology story and reinforces the confidence of installers in providing their customers with the very best plugs for each engine,” said Wim Vercauteren, Federal-Mogul marketing director, service products, Europe, Middle East and Africa (EMEA). With more than 100 years of leadership within the OE and service industries, F-M's Champion brand offers an extensive range of OE-focused designs combined with the latest materials and other performance enhancements.

Among vehicle manufacturers that have switched to Champion plugs for their latest models are Mercedes, Hyundai and Tata. “Champion is viewed as a brand that embraces technology and innovation,” Vercauteren said. “OEMs value our expertise concerning the entire engine system.”