



IGNITION COILS

WHAT'S IN YOUR BOX?

We understand what's important to you.

Technicians were asked what influenced their engine management purchasing decisions – **High-Quality Parts** and **Trusted Brand** were the top two factors.

How did we stack up? **BWD has the 5 top-rated aftermarket brands.**

Since 1919, Standard® has been known for premium automotive quality with parts that are always engineered for superior performance and durability.



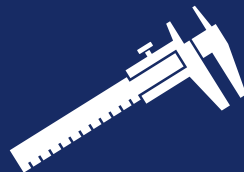
What's inside the BWD® coil box... advanced engineering and over 100 years of expertise. What's in your box?

Many suppliers are just product importers. That's not who we are. We understand it's not enough to lead the market with 99% coverage – **we're an expert manufacturer**, and proud of our process. We study the OE platform coils and find the weak points in many original coil designs that lead to 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

We pay strict attention to the details. Can your supplier say the same?

Our Commitment: we pay careful attention to the components, engineering, & manufacturing details to consistently deliver a superior ignition coil. Does your supplier put this level of effort into their coils?

Engineered and tested to match or exceed OE for spark energy output, impedance, and durability

Primary & Secondary Bobbins with Winding
Copper wound wire ensures high-voltage for peak performance while high dielectric strength bobbins prevent voltage flashover

Coil Housing – High-impact material bonds to epoxy to ensure a longer service life

Boot & Spring Assembly
High-temp boot prevents high-voltage leaks while stainless steel spring with internal ferrite noise suppressor prevents RFI

Core – Internal neodymium permanent magnet maximizes high-voltage output at all speeds

Isolator – High-voltage resistant thermoplastics prevent premature failure

Coil connector
Advanced thermoplastics ensure proper connection and resist heat fractures

E262 Ford (2019-1997) 6.9M V10

BWD® Ignition Coils. What's in your box?



Now you know what's in our box, here's what's behind it.

At the heart of BWD has been a set of core values that have remained consistent from day one:

- Premium products and premium brands
- Commitment to expert manufacturing – from raw material to end-of-line testing
- Precise catalog data, award-winning training and world-class marketing support
- Customer care from a salesforce that's second to none
- Time-tested ability to adapt to the latest automotive technologies
- But most of all, a commitment to integrity

For more than 100 years, when the OE failed, technicians have trusted BWD® to deliver a part that's equal to or better than the original it's replacing.



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