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## **Pulse Plugs Replace Spark Plugs To Increase Automotive Fuel Economy, Horsepower and Torque**

***Debut of breakthrough design that brings benefits to 100 year old commodity.***

Albuquerque, N.M., (October 17, 2007) – Pulstar™ pulse plugs, a new drop-in replacement for all spark plugs, debuts at the Specialty Equipment Manufacturers Association (SEMA) tradeshow in Las Vegas October 30. Pulse plugs more efficiently ignite the fuel in an engine’s cylinders to increase fuel economy, horsepower and torque,

Developed by Enerpulse, Inc., Pulstar pulse plugs look and fit like spark plugs, but Pulstar incorporates an internal capacitor to deliver a spark 20,000 times more powerful than a spark plug with less cycle-to-cycle variation. Both internal and independent testing confirm fuel economy increases from 4 to 10 percent with reductions in associated greenhouse gases. Torque increases from 4 to 12 percent over that achieved with spark plugs.

“Hook a small battery to a tiny light bulb and you have a flashlight. Now, put a capacitor between the battery and the light bulb, and you have a camera flash – which amazingly emits exponentially more light than the flashlight in a single pulse without requiring a larger battery,” explains Daniel Parker, CEO of Enerpulse. “Put a capacitor – also called a pulse circuit – into a spark plug, and you have a whole new world of automotive ignition possibilities.”

(more...)

The visibly larger, more powerful spark ignites more of the fuel presented to the cylinder in a shorter period of time. This causes the combustion gases to expand more rapidly and push the cylinder down with more force. That turns the wheels with greater torque. If you are towing a boat, this newfound power is a welcome benefit. If you are simply cruising down the highway, more power per gallon equals more miles per gallon as your engine gets more work done with less gasoline – which is greater fuel efficiency.

“Installing a high power capacitor large enough to make a difference in combustion into the tiny footprint of a spark plug was a monumental challenge,” said Louis Camilli, inventor of the technology and president of Enerpulse. “The breakthrough was accomplished through material engineering and designing certain components to perform duplex functions.”

Enerpulse, Inc., a privately held company headquartered in Albuquerque, N.M., was founded in 1996. The company develops environmentally friendly ignition products through the application of pulse power technology. For more information, visit [www.pulstarplug.com](http://www.pulstarplug.com).

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