



**PHOTO AVAILABLE: Enerpulse Releases New Pulse Plug For GM And Ford Automobiles**

*Unique drop-in replacement for spark plugs improves engine performance.*

For Immediate Release

ALBUQUERQUE, N.M./EWORLDWIRE/Oct. 11, 2007 --- The automotive market today gains the largest technological advancement in spark plug design in the past 100 years with the release of ignition products company Enerpulse Inc.'s newly designed pulse plug under the brand name of Pulstar (TM) Model AD1. The first capacitor-enhanced spark plug, called a pulse plug ('<http://www.pulstarplug.com/howtheywork.html>') is specifically engineered to replace spark plugs, and in most late model Ford and GM automobiles, the Pulstar improves vehicle fuel efficiency and performance over spark plugs by as much as 12 percent in real-life road testing.

In addition to fuel economy tests, Enerpulse also performs industry-recognized dynamometer testing to determine torque and horsepower output. Typically, dynamometer tests comparing spark plugs to pulse plugs indicate that Pulstar AD1 improves torque and horsepower by 6 to 10 percent in most Ford and GM vehicles. Certain high performance vehicles like Corvettes and Mustangs demonstrate even greater torque gains.

"What makes Pulstar different from spark plugs is its built-in capacitor, which stores the ignition's electrical power and then discharges it in an intense plasma ball," said Enerpulse CEO, Daniel Parker. "Spark plugs are somewhat like a flash light, but pulse plugs are more like a camera flash, which generates exponentially more light than a flashlight while still using the same power supply."

Enerpulse, a privately held company headquartered in Albuquerque, N.M., was founded in 1996. The company develops ignition products through the application of pulse power technology. For more information, visit '<http://www.pulstarplug.com>'.

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**SOURCE:** Enerpulse, Inc.

**AVAILABLE MEDIA:** Photo: Pulstar AD1 Pulse Plug (size: 678.0 k)  
Picture of a new pulse plug  
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