

# World champions choose Champions.

1980. In the world of motorcycling, it was another banner year for Champion.

Champion-sparked bikes swept a total of seven out of eight FIM world championships in both Road and Motocross categories... with the King himself, Kenny Roberts, still the class of the class on his legendary 500cc Yamaha.

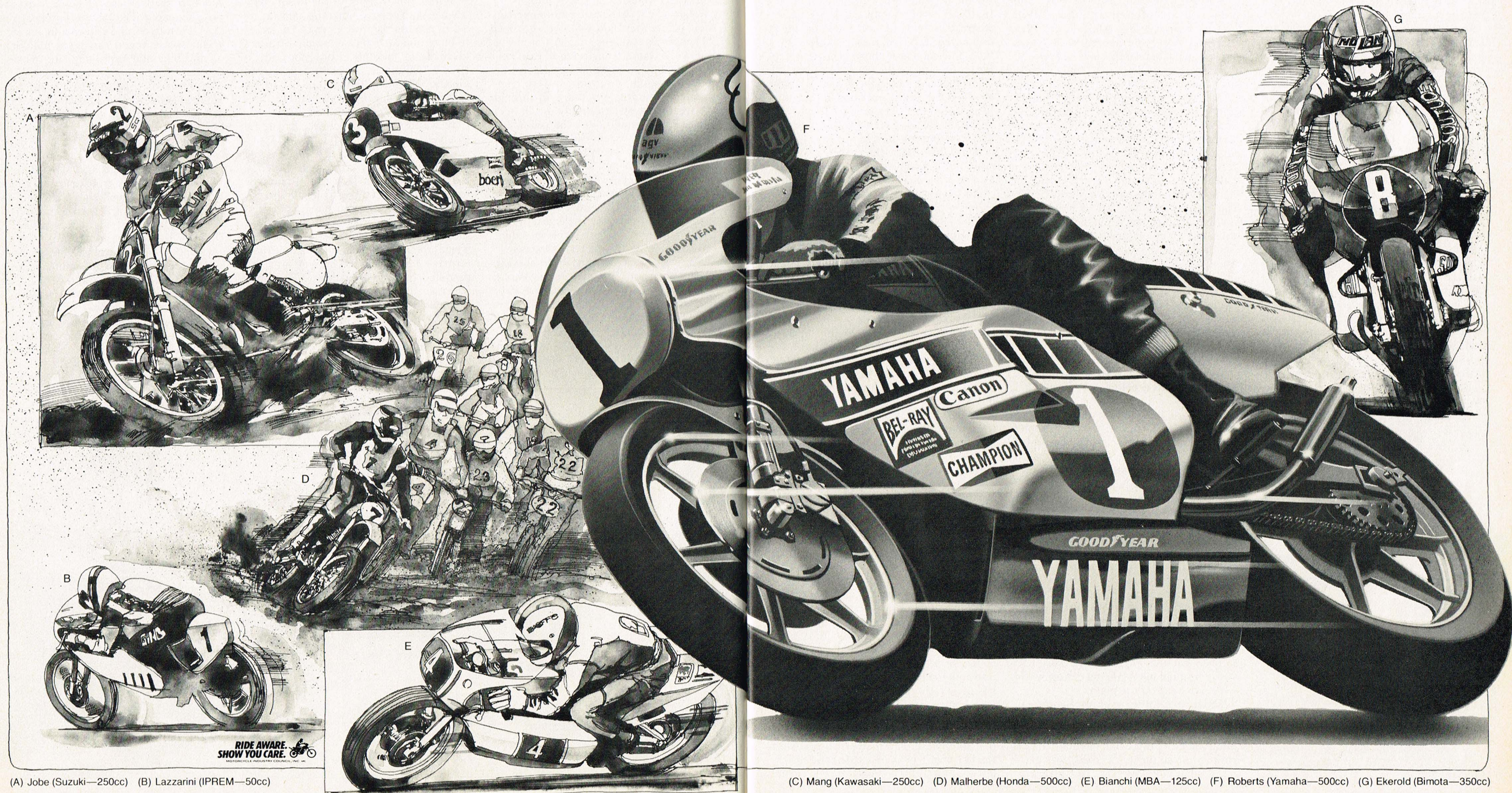
It's the kind of record people have come to expect of Champion. Over the years, more international bike titles have been won with

Champion than with any other spark plug.

With a success story like this, make sure you're riding with Champions, too... the spark plug the world champions choose, win after win after win.



**CHAMPION** World's  
No. 1  
Seller



(A) Jobe (Suzuki—250cc) (B) Lazzarini (IPREM—50cc)

(C) Mang (Kawasaki—250cc) (D) Malherbe (Honda—500cc) (E) Bianchi (MBA—125cc) (F) Roberts (Yamaha—500cc) (G) Ekerold (Bimota—350cc)