

3M Brings Innovative Professional Solutions to New Line of Consumer Car Care Products

3M Car Care Solutions for Consumers Unveiled at SEMA/APEX Show

3M, a name long associated with innovative products for automotive professionals, is bringing its legendary innovation to a new line of 3M Car Care Solutions. The new line will be available directly to consumers through leading automotive retailers throughout the country, the first time 3M has offered a comprehensive, consumer-focused automotive product line designed specifically for the do-it-yourselfer and enthusiast market.

3M unveiled its new line of consumer car care products at the annual SEMA/APEX show for the automotive aftermarket industry in Las Vegas, receiving high marks from retailers for its innovative new offering.

“We’re very excited to introduce 3M Car Care Solutions as a line of trusted, professional quality products directly to consumers,” said Greg Klausen, business manager, Car Care Products, 3M Automotive Aftermarket Division. “Now any do-it-yourselfer or enthusiast will be able to get professional-looking, long-lasting results with easy-to-use products, available in the leading automotive aftermarket retail shops throughout the country.”

“Pros have trusted us for years and serious do-it-yourselfers know us, too,” said Klausen. “But we have an opportunity to offer the trusted 3M brand to a much broader audience, meet the many consumer requests we get for our products, and help our retail partners increase their sales and margins. When you look at the category today, you’ll find a very fragmented marketplace with products that aren’t always consumer friendly or easy to use. We’re going to change that.”

Klausen says that their retail partners delivered praise for the new line, noting the simplified collection of products designed to work together, the easy to understand packaging and graphics, and the implied trust and quality of the 3M brand. Many top retailers have already accepted the innovative product line and more retail placements are pending.

3M is innovation in motion; designing, making and marketing the unique solutions that have helped automotive professionals accomplish their car care tasks easier and faster for more than nine decades. 3M’s automotive history dates back to the company’s very beginning, and the decades-long association with the automobile has resulted in a broad range of solutions for automotive professionals and owners.

The introduction of the 3M Car Care Solutions product line is another step in 3M’s automotive history, now providing the do it yourself consumer or enthusiast with the same leading products that automotive professionals have grown to know and trust.

The new 3M Car Care Solutions include:

3M Car Care Appearance Solutions: a complete line of easy-to-use car care products including cleaners to remove dirt and grime, conditioners that provide high-gloss, long lasting shine and waxes to help remove scratches and protect the exterior of a car.

3M Car Care Performance Solutions: professional-strength engine and parts cleaners, degreasers and lubricants to help increase engine power, performance and fuel economy

3M Car Care Maintenance and Repair Solutions: 3M’s innovative, high-strength adhesives and sealers designed to repair or replace emblems, gaskets, mirrors, moldings, trim or weatherstrip. Also included are the company’s

well-known body repair products, such as Wetordry sandpaper and Scotch-Brite Abrasives from 3M for vehicle restoration and repair.

The new line of 3M Car Care Products features bold, easy-to-read product names and directions with simple, specific descriptions of each product's performance capabilities.

The launch of 3M Car Care Solutions will be supported by extensive advertising and retail campaigns in spring 2007, focused on the do-it-yourself consumer and enthusiast.

3M's in-store retail program will feature 3M Car Care Centers to help retailers showcase the new product line, as well as counter displays and self-shipper units. In-store merchandising is supported by banners, counter mats, window and floor graphics, and aisle talkers.

The 3M Car Care advertising campaign will include radio, print and internet banner ads, along with point-of-sale creative, featuring unique do-it-yourselfers who truly have a love affair with the automobile.

The 3M Car Care product line can be found at leading automotive aftermarket retailers and online through select distributors beginning in March 2007. For more information on 3M Car Care products, visit www.3Mcarcare.com.

About 3M - A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the people of 3M use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

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