

3M Introduces 3M™ FX Premium Automotive Window Film

New Cost-Effective Films Combine No Signal Interference With Lifetime Warranty

ST. PAUL, Minn.--([BUSINESS WIRE](#))--3M today introduced the 3M™ FX Premium Automotive Window Films, a new addition to 3M's automotive window film line. Building off the success of its FX auto film series, 3M has developed the FX Premium product to deliver a high quality window film at an attractive consumer price point.

"FX Premium leverages nearly a century's worth of expertise in adhesives and more than 40 years in window films to provide consumers with an economical window film alternative that doesn't sacrifice the quality they've come to associate with 3M," said Jon Hanbury, marketing manager for 3M Renewable Energy Division.

The FX Premium film comes with a limited lifetime warranty and a scratch-resistant coating. It is also manufactured without any metals, resulting in no interference with signals for cell phones and GPS systems. FX Premium is offered in VLT's (Visible Light Transmitted) of 5, 15, 25, 30, 35 and 55 percent to accommodate various state tinting laws.

Additionally, FX Premium provides the same 3M auto film benefits valued by consumers, such as 99% UV protection. UV protection helps reduce cracking and fading of a car's trim, upholstery and carpet, while also protecting the vehicle occupants from harmful UV rays. FX Premium carries the Skin Cancer Foundations recommendation as a product that offers effective protection from UV rays. FX Premium improves comfort by reducing heat and glare. The added aesthetic value of tinting helps ensure the car performs and looks better over time.

"3M is committed to be the global leader in window film technology," noted Hanbury. "The company will continue to leverage its global reach to serve customers wherever they are located."

Dealers and consumers can find more information or locate an installer for FX Premium at the following website: www.3m.com/carbuyers

3M's Energy Conservation business, a part of the 3M Renewable Energy Division, joins both adhesive and film technologies to provide window films for residential, commercial, government, and automotive use serving customers all over the world.

About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$23 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 65 countries. Visit www.3m.com.

3M Public Relations Colleen Harris, 651-733-1566 <http://www.3m.com/PressContact> Antenna Group Public Relations (for 3M Renewable Energy Division) Christine Bennett, 415-977-1941 christine@antennagroup.com