

The Road is Full of Reasons to Restore Your Headlights this Season

- National Headlight Safety Month in October to Help Educate Drivers About the Risks of Limited Visibility, Solutions for Headlight Safety -

There is a safety issue on America's roads that rarely comes to light: dim headlight bulbs and hazy headlight lenses, which may lead to reduced visibility. As Daylight Savings Time nears, and kids hit the streets for trick-or-treating, the importance of clear nighttime visibility increases.

Continuously raising awareness regarding the dangers of decreased headlight performance, 3M Car Care, the AAA Foundation and the Automotive Aftermarket Industry Association (AAIA) have again partnered to educate car owners during October's National Headlight Safety Month and Fall Car Care Month. Over time, dim and hazy headlight lenses lead to reduced visibility. Headlights lose their effectiveness due to dirt, scratches, grime and other contaminants.

Additionally, 3M is proud to support City of Hope in their quest to prevent and cure cancer, and encourage consumers to join the effort. For every headlight or lens restoration kit from 3M purchased at participating retailers from September 1 through December 31, 2010, 3M will donate \$1 to the City of Hope for cancer research, treatment and education, up to \$250,000. Together, 3M and consumers can partner to not only improve their night driving vision and safety, but also help improve the vision on the road to a cure for cancer.

Get Tips for Vehicle Visibility Checks -- <http://bit.ly/vehiclevisibility>
Find Solutions for Improving Visibility -- <http://bit.ly/SimpleSolutions>

The 3M Car Care product line can be found at leading automotive aftermarket retailers and online at www.Shop3M.com. For more information on 3M Car Care products, visit www.3MCarCare.com.

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. For more information, visit www.3M.com or follow @3MNews on Twitter.

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