

3M Window Film Technology Takes Its Turn on the Track in 2012

Roush Fenway's Greg Biffle Enters Race Season With 3M™ Crystalline 90 Window Film To Keep Him Cool and Protected on Race Day

True competitors constantly strive to find an edge over their opponents, and NASCAR may be the best example of that concept in practice. Drivers understand that any advantage can mean the difference between a successful sweep across the finish line or a drop in the standings. As the 2012 racing season gets underway, Greg Biffle and his #16 Ford will find one advantage in 3M's Crystalline 90 Automotive Window Film.

3M's Crystalline 90 Window Film is the ultimate in high end technology, offering clear film technology with outstanding heat rejection. That means a cooler vehicle and reduced glare, which is paramount at tracks like Daytona where Biffle will first utilize the film. 3M Crystalline Automotive Window Films feature a proprietary, multilayer optical film technology that combines over 200 layers in a film that is thinner than a Post-it® Note. This unique technology is the reason a clear film can reject more heat than darker films, making Biffle comfortable during hundreds of laps around the track.

"I am really looking forward to using the 3M™ CR90 Window Film in the racecar this season," said Biffle. "We tried it out last year in Phoenix and I felt like it made a real difference in reducing the solar heat in the car. It can get extremely hot inside the racecar, so anything that can be done to cut the heat helps tremendously."

The film was first tested by Penske Racing on some 20 windshields over the course of 2011, including Kurt Busch's #22 car. Its early adoption in 2012 by Biffle is a timely opportunity to enhance the driver's prowess on the track at the outset of the new season. Since the film is also non-metallized, it raises the stakes for Biffle's competition because there will be no interference with any of his vehicle's electronics, so lines of communication will remain as clear as his path to the finish line.

"We're excited for Greg to adopt 3M's automotive window films on his car in 2012," said Jon Hanbury, marketing manager for the 3M Renewable Energy Division. "Great testing results and NASCAR's approval last year only validates its benefit, and now Greg can take full advantage of 3M's on-the-track offerings."

3M's innovative window films have provided sun control benefits for more than 40 years. 3M's automotive window film lines offer a variety of solutions, to reject heat and control glare, while improving the look of your vehicle – on and off the track. Visit www.3M.com/AutomotiveWindowFilm for additional information.

About 3M

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