

3M Window Film Named Official Window Film of NASCAR

Pros Turn to Innovation Leader 3M for Quality, High-Performance Films on Race Day

3M today added another checkered flag to its roster of on-track innovations announcing 3M™ Window Film as the official window film of NASCAR. 3M technology touches every corner of the racetrack, from paint schemes to pit row, and the latest announcement underscores 3M's dedication to using science to advance the sport.

3M Window Film is a key component in keeping NASCAR drivers cooler in the cockpit and is a natural fit to help keep drivers comfortable. 3M's innovative window films have provided sun control benefits for more than 40 years and now offer the world's top drivers increased heat rejection and glare control in their racecars.

Since 3M scientists invented the first window film in 1966, the company has been the world leader in developing the automotive technology. 3M-driver Greg Biffle began using 3M window film on his car at last year's Daytona race, following the film's successful on-track testing by Penske in 2011.

"It's important to take every advantage you can on race day," said Biffle who commands the No. 16 3M Ford Fusion. "I rely on 3M Window Film to keep me cool and comfortable when I'm in the driver's seat, so I can focus on performance."

3M Automotive Window Crystalline Series Films features a proprietary, multilayer optical film technology that combines more than 200 layers in a film that is thinner than a Post-it® Note. The result is unrivaled heat rejection, significant glare reduction, in a film that contains no metal and blocks up to 99.9 percent of harmful ultraviolet (UV) light. Its application also offers Biffle, and many other drivers, protection and comfort during hundreds of laps around the track.

As an official sponsor of NASCAR 3M hopes to increase awareness for the benefits of 3M Window Film on and off the track. "This is an exciting moment for 3M Window Film technology as more drivers and fans will see the firsthand benefits of 3M technology this season," said John Price, marketing communications supervisor for the 3M Renewable Energy Division. "It is great to offer NASCAR drivers 3M's automotive window film to give them that extra edge on the track each week."

For more information, visit 3M.com/WindowFilm or engage with 3M Window Film on Facebook (Facebook.com/3MWindowFilm), Twitter ([@3MWindowFilmUSA](https://Twitter.com/@3MWindowFilmUSA)), YouTube (Youtube.com/3MWindowFilmUSA), and Pinterest (Pinterest.com/3mWindowFilmUSA).

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs 88,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com or follow [@3MNews](https://Twitter.com/@3MNews) on Twitter.

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