

3M to Partner with Hendrick Motorsports

Three-Year Commitment to Kick Off in 2015 with Jeff Gordon

3M will join 11-time Sprint Cup Series champions Hendrick Motorsports beginning with the 2015 NASCAR season when it will become a primary sponsor of driver Jeff Gordon and his No. 24 Chevrolet SS team.

The new relationship will feature 3M as a primary sponsor in 11 Sprint Cup races annually and as an associate-level partner in all other events. The agreement covers the 2015, 2016 and 2017 NASCAR seasons.

All five of 3M's business units, which comprise more than \$31 billion in annual sales, will use the sponsorship in consumer promotions, product launches and business-to-business opportunities.

"At 3M, we play to win, and we push hard every day to do just that," said Jesse Singh, senior vice president, 3M Global Sales and Marketing. "With this deal, we align with champion driver Jeff Gordon and an organization at the top of its game in Hendrick Motorsports. What they do in the garage and on the track exemplifies what we're all about in our labs, plants and business teams around the world."

With more than 65 of its products used in the construction and maintenance of Sprint Cup Series race cars, 3M for decades has played a key role in the success of NASCAR teams. The company manufactures more than 80,000 different products and has been an official NASCAR partner across several categories since 1995.

"The range of 3M's business is just incredible," said Rick Hendrick, owner of Hendrick Motorsports. "It's an amazingly diverse company that spends billions in research and development to continue rolling out new and innovative products. We're already using many of them throughout the organization, and when you consider the potential for both consumer and business-to-business programs connected to our sport, the possibilities are endless."

One of the most accomplished drivers in NASCAR history, Gordon is a four-time Cup Series champion, and his 90 victories rank third on the all-time wins list. Currently second in points, he has two victories, one pole position, seven top-five finishes and 15 top-10s in 22 Sprint Cup races this season.

"Innovation is what 3M is known for," said Gordon, 43, who has a lifetime contract with Hendrick Motorsports. "We've seen that approach throughout their involvement in NASCAR, and it's a terrific fit for what we do at Hendrick Motorsports and with the No. 24 team. I'm personally excited about the opportunities and thrilled to represent a company that's so passionately supported auto racing for such a long time."

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 \$31 billion in sales, 3M employs 89,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

ABOUT HENDRICK MOTORSPORTS:

Founded by Rick Hendrick in 1984, Hendrick Motorsports has earned more than 200 race victories and a record 11 car owner championships in NASCAR's premier division, the Sprint Cup Series. Celebrating its 30th anniversary in 2014, the organization fields four full-time Chevrolet teams on the Sprint Cup circuit with drivers Kasey Kahne, Jeff Gordon, Jimmie Johnson and Dale Earnhardt Jr. Headquartered in Concord, North Carolina,

Hendrick Motorsports employs more than 500 people. For more information, please visit HendrickMotorsports.com or interact on Twitter, Facebook, Instagram and Pinterest.

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