

SELLING YOUR CAR: 10 TIPS TO GET YOUR VEHICLE READY FOR A FAST SALE

Make Your Car Showroom Perfect to Attract, Motivate Buyers

ST. PAUL, Minn. – You're selling a car, either to buy a new one, to finally give up your high school classic or to generate money during tough times. No matter the reason, you want to get the most out of your investment, and be able to sell your vehicle quickly.

The keys are the appearance of the vehicle – number one on buyers' lists – as well as how it runs and how it has been maintained. You can help assure potential buyers that you've treated your car like your baby with some simple maintenance and good record keeping.

You can make some smart last minute improvements that will help improve your sales potential – all for less than \$100 and a few hours' worth of elbow grease. The car care experts from 3M offer some simple tips for getting your vehicle looking its best before you say goodbye:

1. Give it a good bath with **3M Car Wash Soap** to remove dirt and grime without removing wax protection.
2. Clean up the headlights with **3M Headlight Lens Restoration System** to remove scratches and yellow hazing that age the car and diminish visibility.
3. Clean the wheels and tires with **3M Wheel and Tire Cleaner** to remove brake dust and highway grime.
4. Restore black plastic bumpers, door handles and tires to brand new finish with **3M Tire Restorer**. Just spray on and wipe off for a deep black luster.
5. Remove surface scratches with **3M Scratch Remover**. This new product quickly removes the scratches from the paint and gradually bring back a high-polish finish. For deeper scratches use **3M Rubbing Compound**.
6. If scratches can't be buffed out, find a paint match at your local automotive retailer and touch up the spots. Use a light hand and feather the edges for a professional look.
7. Give the car a good protective coat of **3M Performance Finish Synthetic Wax**. This innovative finish, which chemically bonds with clear coat finishes, keeps the car's finish looking good through up to 50 washes. And it is simple to apply with no hazing – just wipe on and wipe off in minutes without any worries for residue left in cracks and crevices.
8. Get the glass clean inside and out with **3M Glass Cleaner**, which has a unique vertical cling to prevent drips and is safe to use on glass, plastic, chrome, metal and painted surfaces.
9. Protect the upholstery with **3M Leather and Vinyl Restorer**, which revives the natural sheen and soft feel of the factory finish. Clean the car interior and remove dirt with **3M Scotchgard™ Fabric and Upholstery Protector spray**.
10. Improve the performance under the hood by running the **3M Do-It-Yourself Fuel System Tune-Up Kit** through the engine system to clean it out and improve horsepower. Also, change the oil, replace the filters and rotate the tires.

"If your vehicle looks clean and well-maintained, you're more likely to get interested buyers," says Larry Lavigne, 3M's Car Care expert. "With some simple maintenance projects and a few hours, you can make your car look great and improve your chances of selling your vehicle for your asking price."

It is also important to keep all of your vehicle service records to prove that it has been well-maintained and serviced regularly. Also retain any repair records if your vehicle has been in an accident and repaired after the collision.

3M Car Care offers a comprehensive line of products for automotive maintenance. The innovative product line includes performance cleaning products, waxes, compounds, adhesives, abrasives and specialty products, previously available exclusively to the professional market. 3M's Automotive Aftermarket Division serves the automobile owner and hobbyist as well as professional body shop, recreational vehicle and mechanical service markets.

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 \$25 billion in sales, 3M employs 76,000 people worldwide and has operations in more than 60 countries. For more information, visit www.3M.com.

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Contact: Connie S. Thompson
3M Public Relations
651.733.8914
www.3M.com/PressContact

or

Debby Robinson
drobinson@vmg1.com
312.505.4336