

FOR IMMEDIATE RELEASE

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Fact Sheet:

3M Car Care Offers Innovative Solutions for Consumers

3M, a name long associated with innovative products for automotive professionals, now offers a complete line of 3M Car Care products that give consumers easy to use, reliable and cost-saving solutions for their car care, all backed by the legendary 3M brand.

- Since its initial introduction in late 2006, the 3M Car Care line has achieved national and international distribution through a variety of mass-market and specialty retailers.
- The 3M Car Care products offering includes approximately 70 SKUs in three task-specific categories:
 - **3M Car Care Appearance Solutions:** A complete line of easy to use car care products including cleaners to remove dirt and grime, conditioners that provide high-gloss, long lasting shine and waxes to help remove scratches and protect the exterior of a car. Key products for 2008 include 3M Performance Finish, 3M Scratch Remover and 3M Headlight Lens Restoration System.
 - **3M Car Care Performance Solutions:** Professional strength engine and parts cleaners, degreasers and lubricants to help increase engine power, performance and fuel economy. New products in 2008 include 3M Complete Fuel System Cleaner, 3M Do-It-Yourself Fuel System Tune-Up Kit, 3M Oil Additive and 3M Transmission Conditioner.
 - **3M Car Care Maintenance and Restoration Solutions:** 3M's innovative, high-strength adhesives and sealers, designed to repair or replace emblems, gaskets, mirrors, moldings, trim or weatherstrip. Also included are the company's well-known body repair products such as Wetordry™ brand sandpaper and Scotchbrite™ brand abrasives from 3M for vehicle restoration and repair, as well as the Bondo brand, which has manufactured auto repair products for automotive professionals and consumers for more than 40 years.
- The 3M Car Care products can be found at leading retailers including Wal-Mart, Target, NAPA, AutoZone, Advance Auto, CARQUEST, CSK, Auto Value/Bumper-to-Bumper and others.

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- The 3M™ Car Care program is backed by a national integrated marketing communications campaign that includes marketing partnerships with retailers for retail promotion, POP and planograms; national advertising in automotive enthusiasts magazines and radio programs; national advertising in racing media to support its NASCAR involvement; an innovative consumer web site at www.3Mcarcare.com and a national public relations campaign.

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 \$24 billion in sales, 3M employs 79,000 people worldwide and has operations in more than 60 countries. For more information, visit www.3M.com.

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