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## **KEEP YOUR ENGINE PROTECTED FROM HARSH WINTER ELEMENTS: Smart Tips to Improve Performance, Add Protection in Cold Conditions**

**ST. PAUL, Minn** – Winter weather is here, and that means cold starting conditions and sluggish performance for your vehicle. But a few simple tips from 3M Car Care can give your vehicle the protection it needs to operate efficiently all winter long.

“Winter protection is more important than spring cleanup for your car,” said Larry Lavigne, car care expert for 3M Car Care. “The harsh weather can be hard on your car’s mechanical systems, from engine performance to fuel system efficiency to battery life. With a few easy maintenance projects done in your garage, you can really improve the performance of your vehicle this winter and enhance the longevity for years to come.”

Lavigne is an expert in cold-weather maintenance from his many years in the freezing Minneapolis climate. While 3M engineers complete thorough testing of their products and recommended processes in the laboratory, Lavigne and his team take their testing to the streets. In fact, they field tested the new 3M Do-It-Yourself Fuel System Tune-Up Kit and found it improved engine performance and fuel mileage all winter long.

### **Give Your Car Some Extra Protection for Winter Wear**

It isn’t just the exterior of the car that needs a little extra protection for winter – so be sure to check the car’s mechanical system, fluids and components. 3M Car Care recommends eight easy tasks that can be done at home to improve the car’s performance during cold weather, including:

1. Prevent rough idling, which can be worse in the winter, with **3M Throttle Plate and Carb Cleaner**. Just spray it on to the throttle plate to clean, lubricate and increase engine performance
2. Add **3M Complete Fuel System Cleaner** to clean fuel injectors, intake valves and combustion chambers for maximum power and fuel economy
3. Conduct a complete tune-up at home to maximize winter performance with the **3M Do-It-Yourself Tune-Up Kit**, an easy to use solution to improve fuel mileage and engine operation
4. Check the tire pressure and fill to the manufacturer's recommendation. Cold weather decreases tire pressure, which can lead to blown tires in the winter – not a great time to have to change a tire
5. Prepare door, hood and trunk hinges, locks and other moving parts with **3M Multi-Purpose Spray Lubricant**. This lubricant is four products in one – it lubricates, penetrates, displaces water and resists corrosion

6. Flush the coolant system and add fresh antifreeze – don't be tempted to just top off from the previous year because older antifreeze can damage the car's coolant system
7. Check the battery. If it is four years or older, it might be a good time to replace it, particularly if the car is operated in a cold climate
8. Consider changing the oil to a lower viscosity for colder temperatures

"Your car is just as sensitive to the cold as you are," said Lavigne. "Now you can keep the engine and components warm and protected all winter long with a few easy maintenance tasks performed in the comfort of your own garage. At 3M Car Care, we're focused on providing consumers – whether new DIYers or automotive enthusiasts – the smart solutions to get the job done right, all backed by 3M's trusted science and innovation."

The 3M Car Care product line is a comprehensive line of 3M 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 through select distributors. For more information on 3M Car Care products, visit [www.3Mcarcare.com](http://www.3Mcarcare.com).

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