

NEW 3M HEADLIGHT LENS RESTORATION SYSTEM IMPROVES VISIBILITY, SAFETY, VEHICLE APPEARANCE

In Less than 30 Minutes and for Less than \$30, Consumers Can Restore Cloudy Headlight Covers to Crystal Clear Performance

ST. PAUL, Minn. – If your car is more than three or four years old and has plastic headlight lenses, chances are you are among the 15 million car owners battling cloudy, dull headlights that decrease night-time visibility and can contribute to unsafe driving conditions on the road.

In fact, the Motor Vehicle Lighting Council cites poor visibility as a factor in an estimated 2.8 million accidents, 23,000 fatal crashes and 2,300 pedestrian deaths every year in the United States.

While plastic headlights help reduce vehicle weight and withstand impact, oxidation and sunlight can dull the surface, turn it yellow or leave it cloudy and scratched. This means the light from the headlights is diffused and not focused correctly on the roadway, which limits visibility in dark and rainy conditions. Not only can the driver of the vehicle not see the roadway, the vehicle also is less visible to other cars.

With the average age of vehicles on U.S. streets today nearing nine years, the safety problem is growing, particularly in hot, sunny climates.

3M, a trusted leader in automotive products, has a new solution in its 3M Car Care line that allows car owners to quickly and cost-effectively eliminate this problem. The new 3M™ Headlight Lens Restoration System includes everything the consumer needs to remove the oxidation and restore the headlight lens to its clear condition. It is also cost effective. Compared to having the lens commercially repaired for approximately \$75 or replaced for up to \$1,500, the 3M Headlight Lens Restoration System costs

less than \$30. And, the entire process takes approximately 30 minutes, depending on the extent of the damage.

For a video demonstration of the system, visit www.3Mcarcare.com.

"This is a problem that a lot of car owners face but few actually know how to repair," said Larry Lavigne, marketing manager for 3M Car Care. "We took our time-tested process used by automotive experts and our professional products to create a simple, easy solution that delivers professional results – at a very affordable price. Our testing shows that we can improve the light intensity of the headlight between 50 and 300 percent."

The 3M Headlight Lens Restoration System includes all of the products needed to do the job, from sanding discs to polishing pads to 3M polish.

The only tool a consumer needs is an electric or cordless drill with 1,000 to 3,000 RPMs.

"With a small investment of time and money, you can make your car look years younger and a great deal safer on the road," added Lavigne. "And when it comes to the safety of your vehicle, you want to trust that to a company whose reputation for high-quality products and extensive testing is long standing."

The 3M Car Care product line and 3M Headlight Lens Restoration System 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.