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IMPROVE COLD-WEATHER FUEL EFFICIENCY AND ENGINE PERFORMANCE

3M Car Care Offers Tips for Top MPG

ST. PAUL, Minn. -- Winter weather is here and that means cold weather driving is here, too. This places an additional burden on the engine and reduces the vehicle's fuel efficiency. Before loading up to travel over the valley and through the woods for the holidays, there are a few simple tips from 3M Car Care that can improve fuel mileage and engine performance – and save a few dollars for holiday shopping.

"Over the life of a car, poor fuel efficiency can lead to hundreds, if not thousands of dollars in added expense," said John Marmar, business manager, 3M Car Care products. "Properly maintaining the vehicle through every season and watching your driving style are two of the best ways to maximize fuel efficiency and reduce long term expenses."

3M Car Care offers seven tips to maximize a car's fuel performance.

1. **Check tire pressure** - Improperly inflated tires can greatly reduce fuel economy, so make sure tires are inflated to the manufacturer's recommended pressure. The correct tire pressure will also provide a safer ride and help reduce tire wear. Cold weather can impact the tire pressure, so it's important to check when the temperature drops.
2. **Let your engine breathe** - Replacing a dirty, clogged air filter will go a long way in improving fuel efficiency. According to the federal government, a car's gas mileage could improve by as much as 10 percent with a clean air filter. In addition to the fuel savings, the new filter will help protect the engine.
3. **Keep the fuel system clean** - Carbon and resin buildup in a car's fuel system reduces fuel efficiency. Flush out the fuel system, including the fuel injector, intake valve and combustion chamber with a specialized tank additive, such as 3M Complete Fuel System Cleaner. You can also clean the entire fuel system with the new 3M Do-It-Yourself Fuel System Tune-Up Kit. With just one tool and 45 minutes, it cleans the engine, fuel injectors, intake manifold, intake valves, combustion chambers and throttle plate with the same trusted 3M products used by automotive professionals. Keeping the fuel system clean helps maximize the engine's performance and extend the life of the engine.
4. **Lubricate the engine and components** – The lubricants in the engine and transmission get thicker in the winter, meaning the engine and transmission both have to work harder to power the vehicle. Switch oil to a lighter weight to improve viscosity, and use 3M Oil Additive to reduce friction. For the transmission, use 3M Transmission Conditioner to help it deliver optimum power.
5. **Take it easy and slow down** - Driving a car at a high speed, "jackrabbit starts" and aggressive driving in traffic can greatly reduce fuel efficiency. The U.S. Department of Energy says "As a rule of thumb, you can assume that each 5 mph you drive over 60 mph is like paying an additional \$0.20 per gallon for gas." And every time you "hit the gas" you get closer to the next refill.

6. **Remove excess weight** - Remove any unnecessary, heavy objects in the vehicle. An extra 100 pounds can reduce fuel efficiency by as much as two percent.

7. **Keep your vehicle warm** -- All vehicles have an optimum operating temperature, and the colder it is, the longer it takes to get there. But the engine-management system is only at tip-top efficiency when the engine is at full operating temperature. When it's cold out, all vehicles require longer to reach full operating temperature, burning fuel during the warm-up period. If the vehicle can be kept in a garage, this will greatly reduce the warm-up time and improve the fuel efficiency.

The 3M Car Care product line can be found at leading automotive aftermarket retailers and online through select distributors. For more car care tips or information on 3M Car Care products, visit www.3Mcarcare.com.

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