

FOR IMMEDIATE RELEASE

Contact: Stephanie J. Sanderson
3M Public Relations
651.733.8588
sjsanderson@mmm.com

Debby Robinson
drobenson@vmg1.com
312.505.4336

DON'T START FROM SCRATCH TO REPAIR BLEMISHES ON YOUR CAR 3M Scratch Remover Makes it Fast and Easy to Remove Fine Scratches, Swirl Marks

ST. PAUL, Minn. – For almost any car owner, a small scratch or blemish on the paint is a big issue. In fact, repairing a scratch at a local service center can run hundreds of dollars, depending on the severity of the damage, not to mention the time without the vehicle.

Now there is an easy way of removing fine scratches, swirl marks, oxidation and paint imperfections – at home and on a budget. 3M™ Scratch Remover takes the headache out of scratch repair and the heartache of having to live with a less-than-perfect paint job.

"Scratches and blemishes are among the biggest complaints car owners have about their vehicles," said Larry Lavigne, car care expert for 3M Car Care. "Until now, most consumers had a choice of taking their car to a service center, trying to repair the scratches with multi-step automotive products designed for a skilled professional or just living with the unsightly damage. Now, they have a new option – remove the scratches and blemishes by hand – easily and quickly."

3M Scratch Remover adapts the trusted technology and innovation found in the professional scratch repair products into a simple solution. It uses fine minerals to remove the scratches from the paint and gradually bring back a high-polish finish. Applied by hand, it is easier to use than rubbing compound and doesn't require any tools. The formula contains no wax so scratches are polished out, not filled in with wax, and it is safe for clear coats.

"If a car's finish has simple damage such as light-to-medium scratches, swirl marks, car wash scratches or paint imperfections, 3M Scratch Remover is an ideal way to improve them with no hassles, no tools and no waiting," said Lavigne. "For less than \$25, car owners can make a repair that would cost them two to five times as much at a service center. But if the blemish is deep, if the primer is visible or the surface is dented, they should consult their service professional for advice."

Lavigne offered these simple tips for using 3M Scratch Remover to repair blemishes:

- Clean area with **3M Car Wash Soap** to remove dirt and residue
- Dispense a quarter-sized amount of **3M Scratch Remover** on a clean, soft terry towel
- Rub over scratch using a firm circular motion until the 3M Scratch Remover is dry
- Remove remaining product with a **3M Microfiber Detail Cloth**
- Follow with **3M Performance Finish** for maximum paint protection and shine – up to 50 washes or six months of a durable finish

-more-

New 3M Scratch Remover/Page Two

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 Wal-Mart, leading automotive aftermarket retailers and online through select distributors. 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 \$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.

###