

3M Automotive Aftermarket Launches New Website at 3MCollision.com

Redesign to Help Professionals Find Information, Advice, Product Solutions Faster

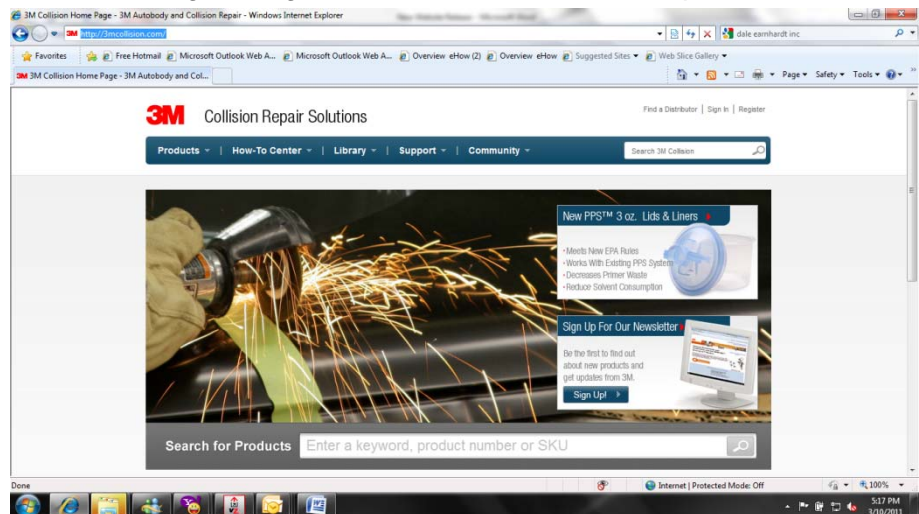
ST. PAUL, Minn. (March 22, 2011) – For anyone working in the collision repair industry, trying to navigate the online world to find the right product or solution for the job or just get the step-by-step guidance on how to make a repair correctly can be challenging – until now.

3M Automotive Aftermarket, longtime innovator and leader in the collision repair industry, has launched a new website – located at 3MCollision.com -- that will allow users to more easily find products, solution guides, how-to videos, related projects and more.

“Automotive professionals are becoming more tech-savvy and demand this information from their shops, home computers and mobile devices. So we created a new site that will help users in a way like never before,” said David Lee, e-Marketing Manager for 3M. “The result is an improved overall experience.”

The new website is designed to help customers, jobbers, distributors and other professionals by arranging products in a logical path by product number, task, solution and quick technical information without having to read the a significant amount of technical copy to find the right product.

The new 3MCollision.com website enables a streamlined process of finding products and solutions. Whether users are searching for specific information or simply clicking around the website, their journey is simplified through product attributes and relevant categorization. Throughout the site users will find helpful guidance to help them find what they are looking for.



The site is designed to serve the needs of several audiences with different roles in the industry, from novice to automotive expert, with helpful content for each profile. For example, a user who needs a definition of a solution can hover on it and a brief summary will appear. For more detailed information, they can click on it to be taken to that product or solution section. All training modules and videos are linked to products, simplifying the accessibility and expanding awareness of 3M's resources. A complete video library is included on the site.

With the new design, 3M will also be able to showcase new products and featured products more easily. Finding how-to videos for projects and products will be easier than ever before, with instructional videos on the products, a technical library and more to allow professionals to not only find the right product fast but will show how to use it properly.

The new website will provide sales professionals, jobbers and distributors the ability service a wider network of collision repair shops with the online product resources. With the detailed information and

rich support available on the site, users can make educated, informed decisions independently, saving time and money.

The new 3MCollision.com website was developed by a collaborative team with direct and detailed input from sales representatives, technical service, marketing, product develop and customers.

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 \$23 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com.

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