

## 3M Launches Virtual Classroom for Car Enthusiasts, Students and Automotive Professionals

*New 3M Standard Operating Procedures Provide Video Guide to Range of Body Repair Projects*

**ST. PAUL, Minn. (July 1, 2010)** – From metal and plastic repair, to sanding and paint finishing, to car detailing and safety improvements, 3M now offers a free Virtual Classroom to help teach basic and advanced skills, demonstrate proper techniques and showcase innovative product solutions.

Designed for car enthusiasts, technical students and automotive professionals, the new 3M Standard Operating Procedures modules provide step-by-step guidance through a range of projects to help ensure repairs are done professionally and efficiently. There are four levels of training available through the program, beginning with free Level I introductory clips on YouTube and the free Level II Virtual Classroom at [http://solutions.3m.com/wps/portal/3M/en\\_US/3MAutomotive/Aftermarket/Training-Resources/SOP/](http://solutions.3m.com/wps/portal/3M/en_US/3MAutomotive/Aftermarket/Training-Resources/SOP/). Level III and Level IV training programs will be launched later in 2010 for advanced audiences.

“There have been many changes in body repair, from new repair solutions to advanced car materials and technology, that we want to share the learning gained from developing these products and procedures with everyone who tackles car repairs,” said Brett Caslow, Global Marketing Manager for 3M. “This virtual classroom was created to help people produce consistent, high-quality results on every project.”

The Virtual Classroom for the 3M Standard Operating Procedures address three key areas of collision repair – the Body Department, the Paint Department and the Detailing Department. Within each department are numerous project modules that include an instructional video, a downloadable project and product list, and brief quiz. The first 15 modules launched include:

### Body Department

- Body Repair
  - Express Damage Body Repair
  - Large Damage Body Repair
  - Small Damage Body Repair
- Bumper Repair
  - Bumper Structural-Tab Repair
  - Cosmetic One-Sided Bumper Repair
  - Flexible Patch Non-Structural Bumper Repair
  - Traditional Non-Structural Bumper Repair
- Sealing and Coating
  - Corrosion and Coatings



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### **Paint Department**

- Masking
  - Masking Best Practices
- Sanding
  - Blend Panel Sanding
  - Dry Primer Sanding

### **Detailing Department**

- Headlight Lens Restoration
- Paint Finish Spot Panel
- Paint Finish Full Panel
- Vehicle Clean Up - Detailing

An additional seven modules will be offered in the fourth quarter along with the Spanish language version of the first 15 modules introduced.

Participation requires only registration on

[http://solutions.3m.com/wps/portal/3M/en\\_US/3MAutomotive/Aftermarket/Training-Resources/SOP/](http://solutions.3m.com/wps/portal/3M/en_US/3MAutomotive/Aftermarket/Training-Resources/SOP/).

Each module is a complete unit, with video session, downloadable project tips and knowledge retention quiz. Modules can be completed one-by-one or as a complete day of training. The Certificate of Completion for each module can be printed by the participants based on successful completion of the quiz.

Contact 1-877-MMM-CARS or your local 3M Distributor or 3M Sale Representative for more information or visit our website at

[http://solutions.3m.com/wps/portal/3M/en\\_US/3MAutomotive/Aftermarket/Training-Resources/SOP/](http://solutions.3m.com/wps/portal/3M/en_US/3MAutomotive/Aftermarket/Training-Resources/SOP/).

### **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](http://www.3M.com).

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