

3M Auto Dealer Rewards Program 2021

Automotive Window Film/Paint Protection Film (PPF) Products

Effective January 1, 2021 - December 31, 2021

	Authorized	Premier	Pro Shop
Dealer Rewards Benefits			
National Marketing Campaign Leads	Yes	Yes	Yes
PPF Kits That Fit Guaranteed Reimbursement	Yes	Yes	Yes
PPF Pattern Prioritization	Yes	Yes	Yes
Access to Building Window Films except Prestige, Thinsulate™, Safety & Security Films *Requires 3M Territory Manager approval	Not Eligible	Eligible*	Eligible*
Defined Territory *Defined by 3M Territory Manager	Not Eligible	Not Eligible	Yes*
Digital Tool Kit - monthly program Executed by Digital Air Strike ¹	Not Eligible	Eligible	NA
Digital Marketing Credit (Includes Digital Tool Kit) - 3 month program Executed by Digital Air Strike ¹	Not Eligible	Not Eligible	Eligible
Floor Plan Credit *In lieu of Digital Marketing Tool Kit/Credit and requires 3M Territory Manager approval	Not Eligible	Not Eligible	Optional*
	Authorized	Premier	Pro Shop
Dealer Locator Benefits			
Designation on Dealer Locator	Authorized	Premier	Pro Shop
Phone & Email Listing	Yes	Yes	Yes
Website Link	Not Eligible	Yes	Yes
	Authorized	Premier	Pro Shop
Dealer Requirements			
Annual Purchase Levels (Auto Window Films and Paint Protection Films)	Check with your distributor or 3M Rep for more information.		
Marketing, Sales & Product Commitment *Exclusive with 3M Auto Window Film OR with 3M Paint Protection Film **Exclusive with 3M Auto Window Film AND with 3M Paint Protection Film	3M as Primary	Market & Carry 3M Only*	Market & Carry 3M Only**
3M Signed/Executed Agreement	Current 3M Dealer Agreement and adhere to all provisions		
eWarranty 3M Installation Registration	Must register all 3M Paint Protection Films installations and 3M Window Film installations on 3M.com/AutoFilmWarranty with the required information to support CarFax integration		
One or more employees per location who successfully completed training	Crystalline/PPF Certified Optional	Crystalline Certified and/or PPF Certified	Crystalline Certified and PPF Certified
	Authorized	Premier	Pro Shop
New Dealer Requirements			
Opening Order Requirements	Check with your distributor or 3M Rep for more information.		

The 3M Automotive Dealer Rewards Program is an optional program for dealers. 3M reserves the right to change the Automotive Dealer Rewards Program terms and conditions at any time upon written notification.