

3M Auto Dealer Rewards Program | Criteria



3M™ Paint Protection Film



3M™ Automotive Window Film



3M™ Wrap Film



3M™ Ceramic Coating



	3M™ Pro Shop Dealer	3M™ Authorized Dealer
Sales Commitment	Minimum annual combined sales of \$50,000 for the following product lines: 3M™ Automotive Window Film 3M™ Paint Protection Film 3M™ Ceramic Coating 3M™ Protection Wrap Film 3M™ Wrap Film	Minimum annual sales in one of the following designated product categories: 3M™ Automotive Window Film: \$20,000 <u>OR</u> 3M™ Paint Protection Film: \$20,000 <u>OR</u> 3M™ Wrap Film: \$30,000¹
Marketing Commitment	3M is the only product offering advertised and installed for the following product categories: automotive window film, paint protection film, wrap film and ceramic coating². Must comply with 3M branding guidelines.	Must comply with the 3M branding guidelines.
Point of Purchase Commitment	Display and maintain 3M point of sale assets to support 3M™ Automotive Window Film, 3M™ Paint Protection Film, 3M™ Wrap Film and 3M™ Ceramic Coating.	Display and maintain 3M point of sale assets to support applicable 3M products in the designated product category.
Training Commitment	Must employ a minimum of one full-time installation employee, who has obtained a Preferred Status by completing and passing the test for two of the three following training courses in a 3M Authorized Training Facility: 3M™ Auto Window Film 3M™ Paint Protection Film 3M™ Vehicle Color Change	Must employ a minimum of one full-time installation employee, who has obtained a Preferred Status by completing and passing the test for the designated product category in a 3M Authorized Training Facility.
In-network Prerequisite	Must be a 3M™ Authorized Dealer for a minimum of 1 year.	Not Required
3M™ Territory Manager Approval	Required	Required
Insurance and Indemnity Commitment	\$1,000,000	\$1,000,000
eWarranty Commitment	Must register all installations within the 3M warranty system with the required information to support CarFax integration.	

1. Both 3M™ Wrap Film Series 2080 and 3M™ Protection Wrap Film sales count towards the \$30,000 annual sales commitment to be a 3M™ Authorized Dealer for Wrap Film.
2. Exception for colored wrap film. However, 50% of your wrap film must be 3M to qualify.

3M Auto Dealer Rewards Program | Benefits³



"The number one reason I like being a 3M Pro Shop Dealer is the leads... we get a lot of leads from their marketing efforts and website."

Michael Reyes
Owner, Quality Auto Glass & Tint
Santa Clara, California

	3M™ Pro Shop Dealer	3M™ Authorized Dealer
Territory Exclusivity	From the date that a dealer qualifies for rewards under the 3M™ Pro Shop Dealer reward tier and until the dealer no longer qualifies for that reward tier, 3M will not set up a new 3M™ Pro Shop or 3M™ Authorized Dealer within a 1.5 mile radius (3-mile diameter) of an existing 3M™ Pro Shop Dealer.	N/A
Digital Marketing Toolkits	3M™ Pro Shop Dealer-branded digital marketing toolkits.	3M™ Authorized Dealer-branded digital marketing toolkits for the designated product category.
Dealer Only Product Access	Access to 3M™ Automotive Window Film Crystalline BLK Series.	Access to 3M™ Automotive Window Film Crystalline BLK Series.
Receive National Marketing Campaign Leads	Eligible ⁴	Eligible ⁴
Dealer Locator Designation	3M™ Pro Shop Dealer	N/A
Locator Listing Details	Company Name Company Address Company Phone Company Website	Company Name Company Address Company Phone
Warranty Coverage	Material and labor ⁵	Material and labor ⁵

3. To be eligible to receive dealer benefits, you must be a 3M Authorized or Pro Shop Dealer in good standing.

4. You must register to be a user on 3M™ Pattern Marketplace to receive leads. No purchase necessary. Dealer will make a good faith effort to respond to leads in a timely fashion.

5. Please note that only material is covered for 3M™ Wrap Film Series 2080.

**Experience the difference.
Apply to become a 3M Dealer today.**



Create captivating customer experiences.

According to a study published in the *Journal of Marketing*, well designed displays can increase sales by up to an astounding 540% when compared to unorganized or cluttered displays. 3M's point-of-purchase collection is intently curated to provide your shop with strategically appealing assets that captivate and educate your customers to help you sell.

**3M Marketing
Collateral Catalog ►**



Put the power of the 3M brand to work for you.

As a 3M™ Pro Shop Dealer or Authorized Dealer, you have access to:

- The full spectrum of 3M™ Personal Automotive Solutions
- A listing designation on our dealer locator, which thousands of car owners visit as a result of 3M's paid marketing efforts
- 3M COSMO Pro to access digital marketing assets
- 3M™ Pattern Marketplace, a pattern software specifically developed to help you save time and money
- Shop Identity Guidelines that are carefully crafted using proven merchandising strategies designed to drive in-store sales



**3M Commercial Branding
and Transportation Division**
3M Center, 223-3N-03
St. Paul, MN 55144-1000

[3M.com/proshop](https://www.3m.com/proshop)

3M provides additional support to 3M Authorized Distributors to support our dealers. To maximize your benefits delivered through 3M Authorized Distributors, we encourage you to make the majority of your purchases from a singular 3M Authorized Distributor.

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.

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