



3M™ Paint Protection Film Wins Elite *Popular Mechanics* Award

(November 5, 2002, Las Vegas, Nevada) 3M™ Paint Protection Film was recognized with an Editor's Choice Award by *Popular Mechanics* magazine during the recent 2002 SEMA Show. The Award was given in recognition of "outstanding achievement in new product design and innovation." The magazine's editors scoured the two million square feet of exhibits at the SEMA (Specialty Equipment Market Association) and AAPEX (Automotive Aftermarket Products Expo) shows, isolating just 16 products to receive the esteemed award.

According to Lori Gosselin, 3M market development manager, "Because of *Popular Mechanics*' reach to over nine million subscribers, we are excited about the increased consumer awareness that will be generated by this award. We see this as a fantastic way to continue building business for our customers by educating the public about this innovative 3M product. We are truly honored to have been selected."

3M paint protection film helps safeguard vulnerable painted vehicle surfaces from damage by stone chips, bugs and weathering. The rugged, virtually invisible urethane film contains a clearcoat layer that blends with the gloss of factory paint systems. UV protectants resist yellowing, and the film is removable without damage to the underlying paint.

For more information and for links to professional film kit converters and applicators nationwide, please visit www.3M.com/PaintProtectionFilm, or call 800-328-1684.

For more information about the award, please go to http://www.popularmechanics.com/automotive/car_care/2002/11/edchoicesema02/index2.phtml

3M™ Paint Protection Film recently received *Popular Mechanics*' Editor's Choice Award for new product design and innovation. Joe Oldham, editor-in-chief, and Jay McGill, vice president and publisher, presented the award to 3M's Lori Gosselin, Theresa Moe and Ken Halford.

