

The Road Is Full Of Reasons To Restore Your Headlights This Season

(MS) — There is a safety issue on America's roads that rarely comes to light: dim headlight bulbs and hazy headlight lenses, which may lead to reduced visibility. As Daylight Savings Time nears, and kids hit the streets for trick-or-treating, the importance of clear nighttime visibility increases. A chief culprit of dim headlights is the plastic lens. Millions of cars on the road today have plastic lenses, which typically don't hold up to weather and time. They may become hazed and yellowed, reducing the light output from the headlamp. The problem increases with the age of the lens, and with the average age of cars on the road about

10 years old, the problem is growing. In addition, the more sun or salt a vehicle is exposed to, the more likely that its plastic headlight lenses may be hazy. This is a common issue on many domestic and foreign automobiles of all price ranges.

3M Car Care, the AAA Foundation and the Automotive Aftermarket Industry Association (AAIA) have again partnered to educate car owners during October's National Headlight Safety Month.

Additionally, 3M is proud to support City of Hope, one of the nation's leading research, treatment and education centers for cancer and other life-threatening diseases, with a cause-related marketing program. For every headlight or lens restoration kit from 3M purchased at participating retailers starting September 1, through December 31, 2010, 3M will donate \$1 to City of



Headlights before (left) and after (below) renewing the lenses.



Hope, up to \$250,000. Together, 3M and consumers can improve their night driving vision and safety, while creating the vision on the road to a cure and prevention for cancer.

"You see a number of vehicles on the road with hazed headlights, cracked taillights and broken side mirrors," said Todd Mathes, automotive expert for 3M Car Care. "These cars may create a danger to the driver and other people on the road. But with some basic education about car care and maintenance, all car owners can take care of these problems before they cause accidents."

Among the tips and solutions offered through

National Headlight Safety Month are Vehicle Visibility Safety Checks, repair projects for hazed headlights and guides for replacing headlamps and wiper blades.

While replacing headlamps and windshield wiper blades have traditionally been inexpensive

repairs, the solution for hazed headlights lenses hasn't been quite so simple. Replacing the lenses can cost up to \$1,500. But now, an innovative category of repair kits makes it easy for car owners to do the repair themselves, and the category has grown an estimated 60 percent just this year. An innovative solution from 3M Car Care -- the 3M Lens Renewal Kit -- allows car owners to do the job themselves in approximately an hour, with just a cordless drill, all for less than \$30.

The Lens Renewal Kit features 3M's industry-leading products that restore headlights to their like-new condition, maximizing night vision and increasing clarity while driving. It's an easy, cost-effective and smart way to improve visibility, because the road is full of important reasons to shine a light on safety. 3M also offers a Lens Polish and Protector that helps extend the restoration, keeping headlights clear and bright.

The 3M Car Care product line can be found at leading automotive aftermarket retailers and online at www.Shop3M.com. For more information on 3M Car Care products, visit www.3MCarCare.com, or follow @3MNews on Twitter.



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