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 yel-lowed, 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



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

Among the tips and solutions offered through Headlights before (left) and after (below) renewing the lenses.



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

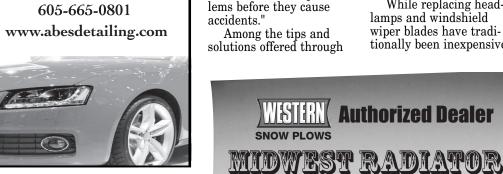


The Lens Renewal Kit features 3M's industryleading products that restore headlights to their like-new condition, maximizing night vision and increasing clarity while driving. It's an easy, costeffective and smart way to improve visibility, because the road is full of important reasons to shine a light 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



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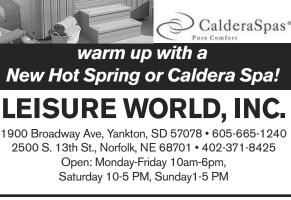
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