

FOR IMMEDIATE RELEASE

SEMA Show, 2005

3M Supports Operation Wheels of Freedom Bringing Fun, Education to Armed Forces

St. Paul, Minn. – November 1, 2005 – Operation Wheels of Freedom was created with the goal of entertaining and thanking America's service men and women, by giving them a taste of speed, along with rudimentary instruction on how to be safe behind the wheel. Ironically, this program doesn't revolve around the hazards of battle, but instead the many tragedies that occur once these young people return home. Statistics indicate that an unusually large percentage of service men and women get into dangerous and sometimes fatal automobile accidents after they are released from service.

The idea behind Operation Wheels of Freedom is to provide a program that is fun and entertaining and that offers a respite from the tensions of everyday military life – while at the same time delivering messages and applicable skills that help keep soldiers safe on the streets around base and back home.

The program provides on-track driving experience and pointers from professional race car drivers. It includes a chalk talk session with pro drivers and facilitators that focuses on the perils of reckless driving by teaching immediately applicable skills and techniques. And the troops get to participate in an actual driving competition for prizes and the thrill of the ride.

3M has donated a variety of products to the effort. Each Operation Wheels of Freedom vehicle is protected with Scotchgard Paint Protection Film, a virtually invisible but durable barrier that helps protect vehicles from flying rocks and debris. Each vehicle is also outfitted with a Perfect-It 3000 Car Kit from 3M, which includes several top-of-the-line custodial and detailing products to help maintain a vehicle's appearance. Finally, all of the vehicle graphics are printed on high-performance Controltac Plus Graphic Film from 3M, which provides superior appearance quality and much faster application.

For more information on Operation Wheels of Freedom, please visit www.OperationWheelsofFreedom.com, or visit 3M's SEMA Booth #12158.



3M joins ranks with Operation Wheels of Freedom to support American armed service members.

EDITOR: 3M's 2005 SEMA Show Press Kit releases and images can also be found online at www.deweyftp.com, 05-3M-PK@deweyftp.com; password: SEMA.

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