



3MAutomotiveTape.com, Helping Build Business in the Aftermarket

(St. Paul, MN) 3M Automotive Division recently introduced its new website, 3MAutomotiveTape.com, an easy-to-use, information-packed site designed to provide the very latest solutions for accessories and trim attachment.

“Our objective is to extend 3M’s resources, creating greater exposure for customers who supply trim and accessory products. We wish to build interest in the broad range of restyling products that are easy to attach using 3M™ Acrylic Foam Tapes,” said Lori Gosselin, market development manager for 3M Automotive. “Increasing awareness and demand creates a bigger market for our customers.”

The new site features detailed information on 3M acrylic foam tapes and related product applications, provides technical data and helpful instructions, and addresses many frequently asked questions. It offers up-to-date market information, and links to top-quality accessory manufacturers who use 3M acrylic foam tape attachment systems.

3M recently conducted a survey of customers who are linked to the site, to determine its perceived value as an information and solutions resource. Results were overwhelmingly positive with feedback that the site is professional, well organized and easy to navigate, with important and useful content for parts manufacturers, professional installers and restylers, as well as to consumers who are interested in customizing their own vehicles.

For more information about the site, visit us at 3MAutomotiveTape.com or call 800-362-7183.

