



Taking you places with Fleet Graphics

Transform your vehicles into brilliant media assets with high-quality graphics products from 3M.



Make the Extraordinary Possible with 3M Fleet and Vehicle Graphics

Whether you operate a fleet of 2,000 trucks or rely on a single van to deliver your products and services, 3M graphics can transform your fleet into cost-effective media assets, powerful enough to drive brand awareness, sales and business growth.

Be Market Savvy

With Powerful Advertising

Everyone's always on the go. Shouldn't your brand be, as well? Add a level of sophistication to your marketing mix with fleet graphics.

The power to reach—Even a single intra-city truck with graphics can generate up to 16 million visual impressions in a year.*

The power to impress—Study after study ranks fleet graphics as the most cost-effective and influential advertising media available. How influential? One study found that:

- 97 percent of survey respondents recalled the ad on the truck.
- 98 percent thought the ads created a positive image of the advertiser.
- 96 percent thought fleet graphics had more impact than billboards.**

The power to target—You can optimize routes and messages to target specific demographic groups using GPS technology. You'll get vastly improved measurement capabilities in addition to more bang for your buck.

**American Trucking Association
** RYP & Becker Group*

With Unbeatable Values

It's undeniable. With low cost-per-thousand-impressions, fleet graphics offer the single most cost-effective advertising tool available.

Media Asset-Value Comparison

Advertising Medium	Cost per thousand (CPM)*	Cost of Equivalent DEC
Television	\$23.70	\$1,445,700
Magazine	\$21.46	\$1,309,060
Newspaper	\$19.70	\$1,201,700
Prime-time television	\$18.15	\$1,107,150
Radio	\$7.75	\$472,750
Outdoor	\$3.56	\$217,160
Fleet graphics (average, annualized)**	\$0.48	\$30,000

* Based on 61 million Prime DEC annually; average of top 40 media markets from Media Buyers Guide.

** Based on a three-month 3M study in San Francisco.

Be Sensational

With Brilliant, Durable Graphics

Express your brand personality and communicate your promotions with brilliant, larger-than-life images.

With 3M's latest technologies and our most comprehensive line of products, we can help you realize your visions—no matter how challenging they may seem.

And to help protect your precious brand, each graphic component is engineered, tested and manufactured to work together for unsurpassed color brilliance and durability.

Be Visible & Safe, 24/7

With Reflective Films

Stretch your ad dollars by ensuring that your message is seen day and night.

3M™ Scotchlite™ Removable Reflective Graphic Films give fleet graphics bright, sharp nighttime and daytime visibility for enhanced advertising effectiveness and safety 24 hours a day.

Reflect on this: The use of reflective graphics increases the number of annual impressions by 40 percent. (American Trucking Association, 1992).

Sweet Wheels

Farley's & Sathers Candy Company

Looking for a cost-effective, dynamic way to build brand recognition, Farley's & Sathers chose 3M™ Scotchlite™ Reflective Graphic Film to colorfully feature its favorite candy brands on 93 of its 53-foot trailers.

Boosting Brand Awareness & Safety

The 3M reflective film offers bright, sharp nighttime and daytime visibility and is helping the candy maker enhance advertising effectiveness, as well as safety, 24 hours a day.

"When people see our reflective graphics, they often take a second look, and that tells me we truly made an impact," said Michelle Graber of Farley's & Sathers' Marketing Services.

The company's drivers also report feeling safer when driving at night because of the film's high reflectivity.

Smart Money

"Using fleet graphics is an extremely cost-effective way to build brand awareness," remarked Linda Roslansky, graphic designer. "We can't afford not to use our trailers as media assets."



Turn Heads Turn Profits 24/7

Be Free!

To Change Your Message, Any Time

With 3M's range of graphic solutions, you can combine short-, medium- and long-term graphics to add a whole new dimension to your marketing strategy.

3M's changeable graphic films allow you to change your promotions any time, cost effectively and efficiently, even to target routes with special promotional messages.

To Stay on the Road, Longer

Large format graphics can be installed faster than traditional film technology when you choose the technologies found in 3M™ Controltac™ Graphic Film with Comply™ Adhesive.

For your fleet, that means less time in the shop and more time on the road, where it counts.

To Choose Any Mode of Transportation

3M graphic materials aren't limited to trailers or vehicles. We offer products for windows, plastics, curved surfaces and much, much more.



courtesy of bluemedi@

With 3M's range of graphics solutions, you can combine short-, medium- and long-term graphics to change your promotions any time, or target specific routes with special promotional messages.



Be Assured

With Guaranteed Performance

Choose from 3M's three rock-solid warranties.

- 3M™ MCS™ Warranty: The first finished-graphics warranty in the industry and still going strong. The warranty gives peace of mind when you need optimum performance for the intended life of the graphic.
- 3M Performance Guarantee: Adds confidence to your choice when you use selected 3M media imaged with the expanding range of 3M-qualified OEM printers and inks.
- 3M Basic Product Warranty: A good, solid foundation that gives you the assurance that you're getting what you pay for. It's just enough protection for many short-term graphics, where warranted finished graphics and durability aren't specified.

Peace of Mind

Weathering & Durability Testing

3M goes beyond industry standards by using a battery of tests, including 20 accelerated-weathering tests and a series of 3M-proprietary test methods, which are recognized internationally as improved predictors of real-world weathering results.

Global Exposures

Our Weathering Resource Center (WRC) coordinates outdoor weathering tests at 15 sites around the world, exposing products to a range of environmental stresses—from the scorching desert heat of Arizona and the tropical humidity of Thailand, to the bitter winter cold of Minnesota.

Did You Know?

Unlike other manufactures, 3M tests both finished graphics and individual components.



Reliable Performance Guaranteed

