



3M Commercial Branding & Transportation Division
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February 10, 2025

SUBJECT Update: Changes to 989 Reflectors, New Design implemented.

To our valued customers,

I hope this message finds you well. We are writing to inform you of the recent updates made to the 3M 989 reflectors. After a comprehensive series of certification tests, we have successfully implemented a new design that improves the application of the reflector, making the application direction at a fixed 0-degree orientation per the 3M 989 Product Bulletin. The changes were made to ensure the products installed on the vehicles meet the current SAE J594, CMVSS 108 S8.1, and FMVSS 108 (CFR 571.108 Standard No. 108) S8.1 standard requirements for Reflex Reflectors and improve efficiency, and I am pleased to confirm that all required certifications have been obtained.

Key Changes:

- Fixed orientation application of the reflector.
- Horizontal embedded mark of the product reference: 3M 989.

To make the transition smoother and help you better understand these updates, we have included a visual representation comparing the old and new reflector designs. This side-by-side comparison highlights the key changes, ensuring a clear understanding of the improvements.

New Design

Project Name: 3M 989 Series Side Reflex Decals (Single Rotation Only)



Previous Design





We believe that this new design will significantly benefit our customers and ensure continued product excellence.

We are Here to Help

If you have any questions or need further clarification regarding the new pricing structure, please don't hesitate to reach out to your account manager or contact our customer service team at 800-553-1380 or 3msupport.tsdcsl.us@mmm.com. We are here to support you throughout this transition and ensure continued satisfaction with our products and services.

Thank you for your continued trust in 3M. We value your partnership and look forward to continuing to serve you in the years ahead.

Warm regards,

Jon Mansheim
Global Portfolio Director
3M Commercial Branding & Transportation Division