

**3M** Science.  
Applied to Life.™

**Visibility for drivers.  
Guidance for vehicles.  
Safer roads for everyone.**





# Together, we can build the roads of tomorrow.

The way we drive is drastically changing. Cars and trucks are getting smarter and safer every day as they become increasingly automated. Will your roads be ready? 3M's retroreflective technology has raised the bar on visibility and durability in road markings for the modern world. As we strive to reach zero deaths, we will continue to evolve with changing technology to help keep roads safe, day or night, wet or dry.

**High contrast markings help enable the Advanced Driver Assistance Systems (ADAS) on vehicles today.**

Consistent contrast and brighter road markings help enable lane detection for human and automated drivers, creating a safer driving environment.



**Like you, we aspire to a world free of roadway fatalities.**

It's why we've signed the Toward Zero Deaths pledge, and why we continue to innovate highly visible, wet reflective, durable solutions that help drivers and automated vehicles safely navigate the road.

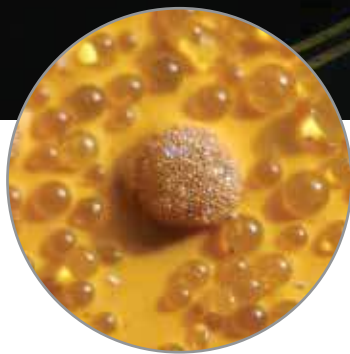
**Join us in the pursuit of zero deaths. [3M.com/RoadSafety](http://3M.com/RoadSafety) or 800-553-1380.**

# Road markings to help safely guide vehicles with Advanced Driver Assistance Systems.

With high index optics, microcrystalline ceramic beads, durable components and advanced adhesives, our road markings are designed to help make roadways more visible.

## All-weather elements—the most efficient optics for liquid-applied markings.

3M's all-weather element is a complete pavement marking optical system providing visibility in dry and wet weather conditions.



## Liquid Pavement Markings

Our complete liquid pavement marking systems include all-weather elements to ensure optimum visibility in any climate. These easy-to-apply traffic safety markings feature durability you can rely on. Use 3M liquid pavement markings on roadways and highways for long lines, channelizing lines, gore markings and intersection markings.



## Durable Pavement Marking Tape

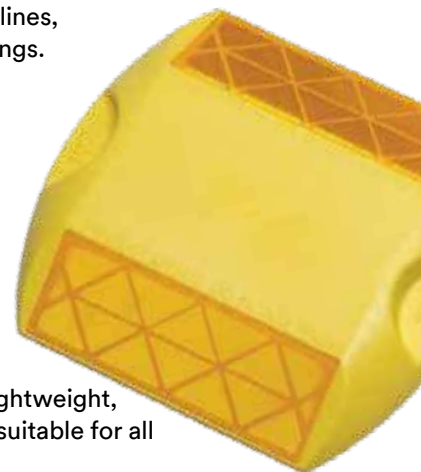
Get the durability, wet reflectivity and high-contrast visibility you need to help make roads easier and safer to navigate. These preformed reflective tapes are for permanent-type applications such as lane and center lines, edge lines, gore markings, crosswalks, stop bars, symbols and legends.



**3x**  
brighter  
than standard  
markings after  
15 months<sup>1</sup>

## Raised Pavement Markers

Raise your visibility. Durable and highly-reflective 3M raised pavement markers are used for longitudinal lines and gore markings on asphalt or concrete surfaces. These lightweight, impact-resistant markers are suitable for all weather conditions.



## Temporary Pavement Marking Tape

The perfect solution for conditions that aren't. Improve safety by marking temporary work zone lanes with removable, highly reflective, all-weather 3M temporary pavement marking tapes.

<sup>1</sup>Assessment of the Durability of Wet Night Visible Pavement Markings: Wet Visibility Project Phase IV; Virginia Tech Transportation Institute

# Accelerating innovation to help make roads safer today and tomorrow.

For more than 40 years, 3M has been a leading manufacturer and innovator of pavement markings—and we're just getting started. As new technology has emerged, our pavement markings have evolved. Machine-readable technology enhances detection of markings and works with automated vehicle sensors to detect lines outside the visible spectrum. This helps to improve lane detection and traffic safety in some of the most extreme weather conditions.



Today, 3M is leading the way with highly-visible, camera-detectable markings to help connected, automated and autonomous vehicles navigate the roadways of the future.

We're here for you. Our customized training and technical assistance is always ready to assist you by lowering life-cycle costs and streamlining maintenance. We've helped agencies all over the world meet their roadway safety and mobility objectives—and we can help you too. Together, we can help keep bringing families home safely.

**Keep moving forward at [3M.com/PavementMarkings](https://www.3m.com/PavementMarkings)**

**3M**

Transportation Safety Division  
3M Center, Building 225-4N-14  
St. Paul, MN 55144-1000  
1.800.553.1380

3M Canada Company  
P.O. Box 5757  
London, Ontario N6A 4T1  
1-800-3MHELPS

3M México, S.A. de C.V.  
Av. Santa Fe No. 55  
Col. Santa Fe,  
Del. Alvaro Obregón  
México, D.F. 01210

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