

3M Science.
Applied to Life.™

Safer roads are just around the bend.

Help reduce collisions by improving visibility around curves.

Enhanced delineation at horizontal curves is identified by the Federal Highway Administration as a strategy to help improve road safety. About three-quarters of curve-related fatal collisions involve single vehicles leaving the roadway. These vehicles strike trees, utility poles, rocks or other fixed objects, or overturn. Enhanced delineation like reflective chevron signs can lead to a 25% reduction in night-time collisions.

Source: CMF Clearinghouse, CMF IDs 2438 and 2439



Markings that lead the way.

Enhance safety on curves with comprehensive reflective solutions from 3M.

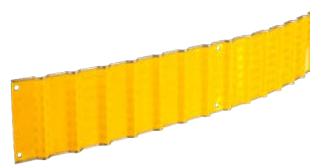
Help keep drivers on the road with reflective road markings from 3M. All-weather pavement markings, post-mounted delineation, retroreflective signs and dynamic advance curve warning signs can help clearly guide drivers around the sharpest curves. Day or night, rain or shine, these solutions can help you turn the corner toward safer roads.



3M™ Diamond Grade™ Fluorescent DG³ Sheeting 4081 Fluorescent Yellow



3M™ Stamark™ High Performance All Weather Tape Series 380AW



3M™ Linear Delineation System Series 340



3M™ Connected Roads All Weather Elements

Iowa Case Study

Problem

Curve with a high rate of collisions.



Solution

Upgrade to bigger and brighter chevron and advance warning signs and add raised pavement markings.



Results

40% reduction in total collisions.

57% reduction in night-time collisions.

Significant reduction in severity of collisions.

Source: USDOT, Federal Highway Administration

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3M Enhanced-delineation-at-horizontal-curves Flyer

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May 21, 2021