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**FOR IMMEDIATE RELEASE**

## **Dow Automotive Systems Validates Cold-Weather Application of BETAPRIME™ 5404A Pinchweld and Encapsulation Primer Down to 0°F**

**Auburn Hills, Michigan, November 30, 2010** – Rigorous testing and ongoing formulation optimization by Dow Automotive Systems have validated the safe use of industry-leading BETAPRIME™ 5404A Pinchweld and Encapsulation Primer down to zero degrees Fahrenheit (-17.8 degrees Celsius) with a drying time of 12 minutes. Aftermarket technicians can use this versatile pinchweld and encapsulation primer at temperatures as low as 20°F (-6.7°C) with a standard drying time of six minutes, and from 20°F down to 0°F with a fixed drying time of only 12 minutes. Previously, Dow Automotive Systems required the bonding surface to be warmed to 40°F or higher before applying BETAPRIME 5404A Primer.

“Our meticulous validation testing of cold temperature performance for BETAPRIME 5404A Pinchweld and Encapsulation Primer simplifies wintertime aftermarket shop operations and removes any doubts about effective drying times,” said Dale Malcolm, technical manager, Dow Automotive Systems, Aftermarket. “Used in tandem with our glass primers and BETASEAL™ 0°ne and BETASEAL™ Express Advanced Cure Urethane Adhesives, BETAPRIME 5404A Primer now offers our customers a complete, proven system for reliable auto glass replacement during cold weather extremes.”

BETAPRIME 5404A Pinchweld and Encapsulation Primer promotes adhesion to the vehicle body and inhibits rust from small nicks and scratches on the pinchweld. It also performs the functions of three separate primers by:

- Activating pre-applied adhesive system (PAAS) beads.
- Promoting adhesion to polyvinyl chloride (PVC) substrates.
- Promoting adhesion to reaction injection molding (RIM) encapsulations.

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## NEWS RELEASE

Dow Automotive Systems

An integral component of all BETASEAL™ glass bonding systems, BETAPRIME 5404A Primer helps autoglass shops reduce inventory and save time and money while providing long term reliability and durability. The newly validated drying times of six minutes at 20°F (-6.7°C) and 12 minutes at 0°F (-17.8°C) make it the fastest AGRSS-compliant pinchweld and encapsulation primer in the aftermarket industry.

### **About Dow Automotive Systems**

Dow Automotive Systems is a leading provider of polyurethanes, elastomers, films, fluids, adhesives, emissions solutions and acoustic-management materials to the global transportation industry. By working collaboratively with passenger vehicle, commercial transportation and aftermarket customers, Dow Automotive Systems is developing industry-leading solutions to address a wide range of critical market needs – increasing energy efficiency, improving safety and health, reducing exhaust emissions and enhancing vehicle quality and appeal. For additional information about Dow Automotive Systems, visit [www.dowautomotive.com](http://www.dowautomotive.com).

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