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FOR IMMEDIATE RELEASE

Dow Automotive Systems Validates Use of BETAPRIME™ 5201 Bare Metal Primer at Temperatures as Low as 20°F

Auburn Hills, Michigan, December 7, 2010 – Thorough validation testing by Dow Automotive Systems confirms that industry-leading BETAPRIME™ 5201 Bare Metal Primer can be applied at temperatures as low as 20 degrees Fahrenheit (-6.7 degrees Celsius) with the same enhanced performance and reduced drying time of 15 minutes announced earlier this year. Designed for windshield-area corrosion treatments of a half-inch square or larger of bare metal, the previous minimum temperature for bonding surfaces before applying BETAPRIME 5201 Bare Metal Primer was 40°F.

“Validation of the cold weather performance of the recently enhanced BETAPRIME 5201 Bare Metal Primer makes corrosion treatment an increasingly compelling opportunity for glass shops interested in providing a valuable service while earning additional revenue,” said Dale Malcolm, technical manager, Dow Automotive Systems, Aftermarket. “This enables glass shops to provide a necessary service quickly, confidently and easily in a wide range of operating temperatures.”

Designed for use in tandem with BETAPRIME™ 5404A Pinchweld and Encapsulation Primer as a top coating, BETAPRIME 5201 Bare Metal Primer enables glass shops to treat corrosion levels 1, 2 and 3. It cures nearly 100 times faster than two-part bare metal etch primers, and is the only bare metal etch primer that requires just one layer to reestablish a structural bond comparable to the original factory e-coating. It is by far the fastest, most durable AGRSS-compliant corrosion treatment process in the aftermarket industry.

The recently announced validation of low-temperature performance of BETAPRIME™ 5404A Pinchweld and Encapsulation Primer –with a standard drying time of six minutes

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down to 20°F (-6.7°C) and from 20°F down to 0°F (-17.8°C) with a fixed drying time of 12 minutes – also led directly to validation of the use of BETAPRIME 5201 Bare Metal Primer at 20°F.

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.

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