



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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BETAPRIME™ CLEAR Approved Down to 0°F

Dayton, OH, October 24, 2008 - Following extensive analysis, testing and validation Dow Automotive is excited to announce that BETAPRIME™ CLEAR is approved for use down to 0°F (-17.8°C) a significant breakthrough for the auto-glass replacement industry.

This breakthrough allows technicians to prime bonded glass parts down to the same application temperature of its advanced cure adhesive systems, BETASEAL™ 0°ne, BETASEAL Express and the new BETASEAL Advantage. Dow's BETAPRIME CLEAR cold prime solution delivers best-in-class performance and creates fewer distractions for the technician. It doesn't get any easier than this.

"Bringing the application temperature of our glass primer in line with our high-performance advanced cure adhesives has been a top priority" said Dale Malcolm, Dow Automotive Technical Services Manager, "We understand the challenges technicians face every day and whatever we can do to make their lives easier is a shared success. We take our technology leadership position seriously, it's not just a catch phrase, it's a mindset and this advancement reaffirms it," he added.

According to Malcom, the procedures are really simple and specific. To ensure AGRSS compliance, the instructions are covered in a brief 15-minute supplemental training session as part of Dow's Fixed Glass Installation Training Program.

(More)



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Need to get cold prime trained? To schedule your cold prime review please contact your local Dow Automotive representative or call our technical department at 1-800-246-4405 with any questions.

Another innovation from the technology leader...Dow Automotive.

About Dow Automotive

Dow Automotive is a leading global provider of technology-driven solutions that meet consumer demand for vehicles that are safer, stronger, quieter, lighter, cleaner, comfortable and stylish. The organization provides plastics, adhesives, sealers, glass bonding systems, emissions control technology, films, fluids and structural enhancement and acoustical management solutions to OEM, tier and aftermarket customers around the world. For additional information about Dow Automotive products, services, and application development centers, visit www.dowautomotiveaftermarket.com.

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