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**FOR IMMEDIATE RELEASE**

## **Dow Automotive Systems Supports Glass Shop Customers with Dow Brand Safety Decals, Magnets**

**Auburn Hills, Michigan, July 15, 2010** – Aftermarket glass shops that have completed the Fixed Glass Training Program and use Dow Automotive Systems adhesives exclusively are eligible to receive free promotional window decals and magnets that reinforce their focus on consumer safety. Prominently displayed in glass shop storefront windows and vans, these marketing tools help reassure glass shop customers with the Dow logo and a message: *For your safety, we use adhesives by Dow Automotive Systems.*

“Window decals and van magnets are one more way that we support our customers’ business,” said Phil Jentoft, commercial manager, Aftermarket, Dow Automotive Systems. “Like the old ‘*Good Housekeeping Seal of Approval*,’ these tools are designed to help give glass shop customers the peace of mind that they’re leaving their cars in good hands.”

Dow Automotive Systems customers interested in the free window decals and van magnets should contact their local sales representative. Glass shops interested in more marketing support from Dow Automotive Systems can opt to participate in the BETAPRO Program, which includes reinforcing support with yellow page ads, radio advertising and other promotional venues.

With attendance of more than 25,000 over the years, the popular Fixed Glass Training Program is designed to fit the needs of each auto glass shop, providing instructors, materials and on-site/hands-on training at no cost to the customer. Now registered by the Auto Glass Replacement Safety Standard (AGRSS) Council in all four categories – Retention Systems, Mechanical Training of Glass Replacement, Installation Standards and Procedures, and AGR Safety Issues – this Dow Automotive Systems training program is an ideal means of teaching new employees proper installation procedures.

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**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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