



# CONSPICUITY TAPE

Create a clear and different visibility  
of the vehicle than before.  
To ensure safety on the road

Compliance with regulations and guidelines, 3M offers local technical and regulatory support, helping you to comply with regulations and guidelines set out in Thailand roadway legislation, whilst providing guidance for correct application.

Studies and field tests conducted over a 10 year period show that well marked vehicles are 30 times less likely to be involved in road traffic accidents, compared with unmarked ones.<sup>2</sup>

Retro-reflective conspicuity tapes for vehicles have become essential tools in increasing the visibility of vehicles and reducing roadway casualties. The 3M range of vehicle conspicuity tapes using allows vehicles to be seen up to nine seconds earlier than unmarked vehicles, allowing for considerably longer reaction times.<sup>3</sup> In addition, they are highly durable, easy to apply, and meet or exceed regulations and guidelines set out in UK roadway legislation.

## DESCRIPTION

Reflective strip product group Using high-quality 3M™ microprism technology, it is designed to increase visibility to the sides and rear of vehicles. These reflective tapes and strips provide bright, clear-reflections at a wide angle. Almost 90 degrees from the perpendicular This ensures that your vehicle remains visible.

Can be seen clearly during the day, at night and in bad weather. The properties of our reflective tapes and stripes exceed NHTSA and ECE104 requirements and are DOT certified to ensure compliance with industry standards.



40 percent of collisions occur in the hours of darkness according to research by the Department for Transport, road casualty statistics show that 40 percent of collisions occur in the hours of darkness. Retro-reflective ECE104 vehicle conspicuity tapes have become vital tools in increasing the visibility of larger vehicles on the road at night and in poor weather conditions.

The 3M™ range of ECE104 Approved Tapes clearly outline the rear, sides and front of the vehicle. A marked HGV may be seen up to nine seconds earlier than an unmarked one, allowing for considerably longer reaction times.

## ECE104 RECOMMENDED COLOURS

Position on vehicle	Colours
Front	Yellow
Sides	Yellow or white
Rear	Red or yellow

Full contour markings



Partial contour markings



Contour markings should cover at least 80 per cent of the total length and width of the vehicle or trailer should be as close as practicable to the edges. There are two contour options available: full contour markings, or partial contour markings, the latter being the minimum requirement.