



WORLDWIDE PARTNER

PAVING THE JOURNEY TO PYEONGCHANG

**DOW FASTRACK™ TECHNOLOGY HELPS
OFFER A SAFER, MORE SUSTAINABLE
ROAD TO THE OLYMPIC WINTER GAMES
PYEONGCHANG 2018.**

The Yeongdong Expressway that connects South Korea's capital, Seoul, with PyeongChang is the key transportation route that brings Olympic athletes, spectators and media to the Olympic Winter Games. With freezing temperatures and winter conditions along with an increase in traffic and travel to PyeongChang for the Olympic Winter Games expected in February, road clarity and safety are paramount. The expressway is marked with a highly reflective and durable waterborne traffic paint, powered by Dow's FASTRACK™ Technology. Waterborne traffic paint utilizing FASTRACK™ Technology improves road visibility and helps drivers to better stay in their lanes. The waterborne paint is also more flexible than solvent-based paint, which results in more durability and less cracking long after the Olympic Games have concluded.





WORLDWIDE PARTNER

NIGHTTIME SAFETY

FASTRACK™ based waterborne paints retain glass beads and retro-reflectance longer than solvent-borne traffic markings. The innovative technology improves road visibility during the day, but particularly at night.



SPEEDING UP PERFORMANCE

FASTRACK™ Technology combines a durable acrylic backbone with Dow's patented Quick-Set Technology, which accelerates the dry time of waterborne traffic paint by up to 40 minutes. This in turn helps to reduce the time needed to paint the roads and allows cars to get back on the road faster, offering resistance against wheel tracking and water washouts.



NOTICE: No freedom from infringement of any patent owned by Dow or others is to be inferred. Because use conditions and applicable laws may differ from one location to another and may change with time, Customer is responsible for determining whether products and the information in this document are appropriate for Customer's use and for ensuring that Customer's workplace and disposal practices are in compliance with applicable laws and other government enactments. The product shown in this literature may not be available for sale and/or available in all geographies where Dow is represented. The claims made may not have been approved for use in all countries. Dow assumes no obligation or liability for the information in this document. References to "Dow" or the "Company" mean the Dow legal entity selling the products to Customer unless otherwise expressly noted. NO WARRANTIES ARE GIVEN; ALL IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE ARE EXPRESSLY EXCLUDED.

For more information www.dow.com/en-us/about-dow/dow-sports/

Media Contact: LINDA LIM | Dow Olympic & Sports Solutions
llim2@dow.com | +65.9626.7662

**High-resolution photography available upon request*

®™ Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow