

**3M** Science.  
Applied to Life.™

**Give your  
vehicles and  
brand the  
visibility they  
deserve.**

**Stand out with reflective tape that will make your logo shine.**

Customize your fleet while increasing visibility with conspicuity tape featuring your logo. Promote your brand all over town and beyond with 3M™ Diamond Grade™ Conspicuity Tape Series 983.

- ▶ Bright and durable
- ▶ Outstanding performance backed by an industry-leading warranty
- ▶ Non-corroding for the warrantied term



# Customized conspicuity. Optimized visibility.

Highlight your brand while improving the nighttime visibility of your DOT regulated and non-regulated vehicles with 3M™ Diamond Grade™ Conspicuity Tape Series 983. This economical tape features microprismatic technology for greater visibility—which is fantastic for your fleet and even better for your brand.

3M custom logo tape is available for conspicuity for regulated DOT vehicles. Conspicuity tape on regulated DOT vehicles has significantly improved safety and reduced fatal collisions.<sup>1</sup>

To request a sample or learn more about customizing your conspicuity tape, contact your distributor or 3M representative.



3M™ Diamond Grade™ Conspicuity Tape Series – 983	
Configuration	Continuous or kiss-cut rolls
Size	2 in. x 50 yd. rolls
Warranty	3M.com/ConspicuityWarranties



Transportation Safety Division  
3M Center, Building 225-4N-14  
St. Paul, MN 55144-1000  
1.800.553.1380  
3M.com/RoadSafety

Learn more about conspicuity tape at [3M.com/ConspicuityTape](https://3M.com/ConspicuityTape).

<sup>1</sup>University of Michigan Transportation Research Institute. 2011. Heavy Trucks, Conspicuity Treatment, and the Decline of Collision Risk in Darkness. Safety Study UMTRI-2011-18. Ann Arbor, Mich.

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