

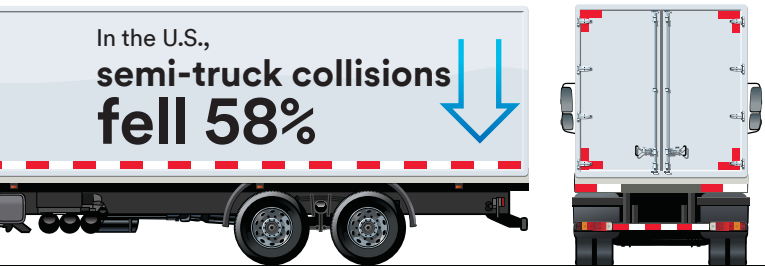
# Why we need to set a standard for safety.

When large commercial vehicle fleets are more reflective, they're easier for other drivers to see at a distance—especially at night and in inclement weather—which can lead to fewer crashes, injuries and fatalities.<sup>1</sup> With more last-mile haulers, utility contractors and other commercial fleet vehicles on the road, it's time to take new action to help protect employees, drivers and property.

## Conspicuity: The road we've traveled.

In the 1970s and 1980s, a surge in the number of heavy tractor trailer trucks transporting freight posed a rising challenge: how to ensure they could safely share the road with each other and passenger vehicles.

In the U.S.,  
**semi-truck collisions  
fell 58%**



after conspicuity markings were introduced.<sup>2</sup>  
10-26 ft. | 12,500-33,000 lbs. | Class 3 to Class 7

## Where we're headed.

Today, fleets of light commercial vehicles flood local streets at all hours of the day—stopping to make deliveries, transporting workers and helping businesses grow.

Worldwide sales of  
**commercial  
vehicles reached  
27 million**  
in 2019.<sup>3</sup>

Helping ensure these vehicles are easy to see at night, in the early morning and in inclement weather with retroreflective conspicuity markings can help protect employees, their vehicles and other drivers on the road—and it can help your bottom line.

1. NHTSA. The Effectiveness of Retroreflective Tape on Heavy Trailers. 2001.

2. Vector, NHTSA, US DOT FRA, UMTRI, NTSB. Emergency Vehicle Visibility and Conspicuity Study. 1983-2015.

3. Statista Research Department. Mar 15, 2021.



## Counting the cost.



Even if a company isn't required by law to apply conspicuity markings to their fleet, it still makes good business sense.



Motor vehicle crashes are the **leading cause of work-related deaths** in the U.S.<sup>4</sup>

Pickup trucks, delivery trucks and vans were involved in **26%** of fatal work-related crashes.<sup>5</sup>

Fatal medium or heavy truck crashes cost more than any other at an average of **\$3.6 million** per crash.<sup>6</sup>

## Safety is easy to see.

The numbers tell a compelling story. Compare potential savings of using conspicuity tape versus the potential financial impact of a crash for a vehicle in your fleet:

[Reflective Tape Cost Calculator ▶](#)

Learn about the safety and economic impacts conspicuity regulations have made for large commercial vehicles.

[Watch Video ▶](#)



Regulations like DOT-C2 and SAE J1967 JAN2006 in the US and UN ECE R104 in Europe exist, but don't currently apply to many lighter classes of commercial vehicles.

Decades of research around the world agrees: conspicuity markings make a bright improvement in safety and costs for large commercial vehicle fleets and now is the time to start seeing them on our roads.<sup>7-10</sup>



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4. Bureau of Labor Statistics [2004-2019]. TABLE A-2. Fatal occupational injuries resulting from transportation incidents and homicides, all United States, 2003-2018.

5. Bureau of Labor Statistics [2019]. Census of Fatal Occupational Injuries, 2018.

6. FMCSA. Unit Costs of Medium and Heavy Truck Crashes. March 2007.

7. NHTSA. The Effectiveness of Retroreflective Tape on Heavy Trailers. 2001.

8. TÜV Rheinland Group. Report. 2004.

9. Scientific Institute of Motor Transport. Report. 2005.

10. Hungary Institute of Vehicle Safety Study. Investigation of the Application of Innovative Contour Markings Improving the Conspicuity of Trucks, Report on their Preventive Role during Public Road Accidents, 2009.



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