



“Connected Roads” Lane Markings on The Ray to Improve Driver Safety & Facilitate Safe Testing of Self-Driving Vehicles

3M’s Connected Roads All Weather Elements are designed for high visibility in all weather conditions, by both human and machine-operated vehicles.

ATLANTA, GA (December 11, 2019) – Today, the Georgia Department of Transportation (Georgia DOT), 3M and The Ray announced that all lanes of the 13 miles of Interstate 85, from the Georgia-Alabama border to Exit 13-LaGrange, are now marked with 3M’s Connected Roads All Weather Elements striping technology. This announcement follows the recent repaving of that interstate stretch, now known as The Ray, which has become a national proving ground for transportation technology and innovation.

3M elements provide visibility daytime, nighttime and in dry or wet weather conditions, which is made possible with unique 2.4 (wet) and 1.9 (dry) refractive index bead technology.

“Georgia DOT’s number one priority is safety for the traveling public,” said Russell R. McMurry, P.E., Georgia DOT commissioner. “The installation of this new technology enhancing pavement marking visibility is a perfect example of Georgia DOT’s and The Ray’s mutual commitment, with the assistance of 3M, to create an innovative, safer and more sustainable highway.”

This installation is the latest in a series of smart technologies installed on The Ray in 2019. “This is striping that supports autonomous vehicles with machine vision systems—day, night, rain, or shine,” said Harriet Langford, president and founder of The Ray. “Our goal, which we share with Georgia DOT, is to build a safe ecosystem, on a public interstate, that can accommodate advanced vehicle testing, and 3M is a critical step in that direction.”

“As traffic technology experts, 3M is committed to advancing road safety and we are honored to join The Ray’s smart highway with important infrastructure that helps improve guidance for both drivers and machine vision-equipped vehicles,” said Dr. Daniel Chen, Vice President and General Manager, 3M Transportation Safety Division. “By implementing all weather retroreflective pavement markings that deliver exceptional visibility and clear, consistent lane guidance in all conditions, Georgia DOT is taking a step to advance safety for their motorists.”

The public-private-philanthropic partnership between Georgia DOT, 3M and The Ray will continue in 2020 as 3M delivers additional and innovative road infrastructure and safety products as part of the growing area of enhanced technology for pavement markings and other roadway infrastructure.



About The Ray

The Ray is a proving ground for the evolving ideas and technologies that will transform the transportation infrastructure of the future, beginning with the corridor of road that is named in memory of Ray C. Anderson (1934-2011), a Georgia native who became a captain of industry and was recognized as a leader in green business when he challenged his company, Atlanta-based Interface, Inc., to reimagine the enterprise as a sustainable company—one that would pursue zero environmental footprint. Chaired by Ray’s daughter Harriet Langford, The Ray is an epiphany of the Ray C. Anderson Foundation. Learn more at www.theray.org.

About the Georgia Department of Transportation (Georgia DOT)

Georgia Department of Transportation plans, constructs and maintains Georgia’s state and federal highways. We’re involved in bridge, waterway, public transit, rail, general aviation, bike and pedestrian programs. And we help local governments maintain their roads. Georgia DOT and its nearly 4,000 employees are committed to delivering a transportation system focused on innovation, safety, sustainability and mobility. The Department’s vision is to boost Georgia’s competitiveness through leadership in transportation. Learn more at www.dot.ga.gov

About 3M

At 3M, we apply science in collaborative ways to improve lives daily. With \$33 billion in sales, our 93,000 employees connect with customers all around the world. Learn more about 3M’s creative solutions to the world’s problems at www.3M.com or on Twitter @3M or @3MNews.

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