

Shift Your Weed Control Program into Overdrive *Less Active Ingredient, Long-Term Control*

Q: What is Overdrive® herbicide?

A: Overdrive herbicide is a postemergent herbicide for the control of annual, perennial and biennial broadleaf weeds in key non-crop areas, including roadside, industrial and rangeland areas. This new product provides fast, long-term control for broadleaf weeds and is particularly well suited where cost-effective control of tough nuisance weeds is critical.

Q: How does Overdrive work?

A: Overdrive uses a patented active ingredient called *diflufenzopyr*. When diflufenzopyr is combined with *dicamba*, a widely available selective herbicide used nationwide for broadleaf weed control, the two ingredients create **Overdrive**, a fast-acting product that is extremely effective in the broad-spectrum control of undesirable broadleaf weeds. The unique formulation of **Overdrive** reduces dicamba use by half, with consistent or improved results.

Q: How effective is Overdrive?

A: Compared to other roadside vegetation management products, Overdrive provides greater broad-spectrum control of vegetation, including difficult *Rubus* species, dewberry vine, kochia, musk thistle, horsenettle and marestalk. Plot studies have also shown that application of **Overdrive** can result in equal or greater weed control when used alone or in combination with other herbicides.

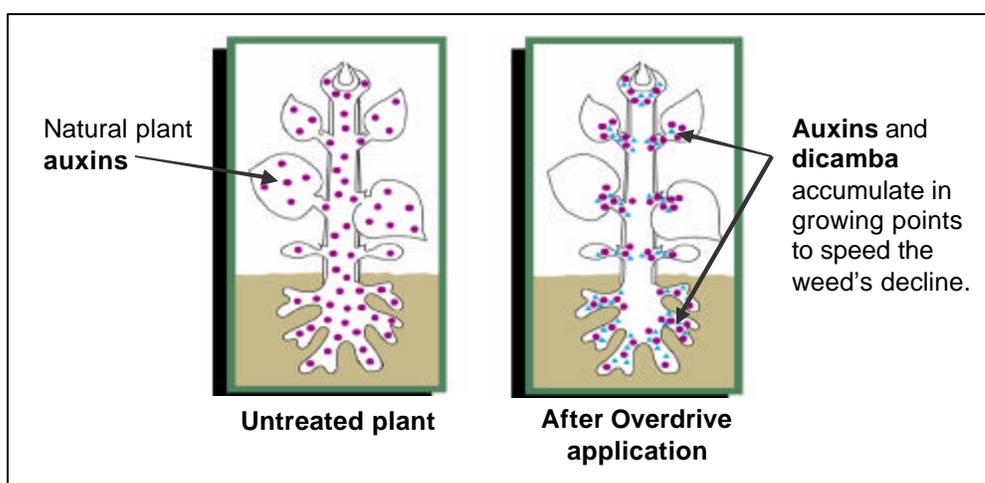
Q: What makes Overdrive® herbicide more effective?

A: The active ingredient in **Overdrive**, diflufenzopyr, increases the effectiveness of dicamba, so the herbicide can be applied in low use rates. **Overdrive** can help reduce application costs and increase weed-control effectiveness, without sacrificing long-term control of broadleaf weeds.

Q: How does Overdrive affect target vegetation?

A: When **Overdrive** is applied to an undesirable annual or perennial broadleaf weed, the diflufenzopyr inhibits the plant's ability to spread auxins, or naturally occurring hormones crucial to plant development and cell growth. Diflufenzopyr causes auxins and dicamba, the other active ingredient in **Overdrive** to collect in the plant's key growing points – such as the roots and areas where new shoots and stem growth initiate.

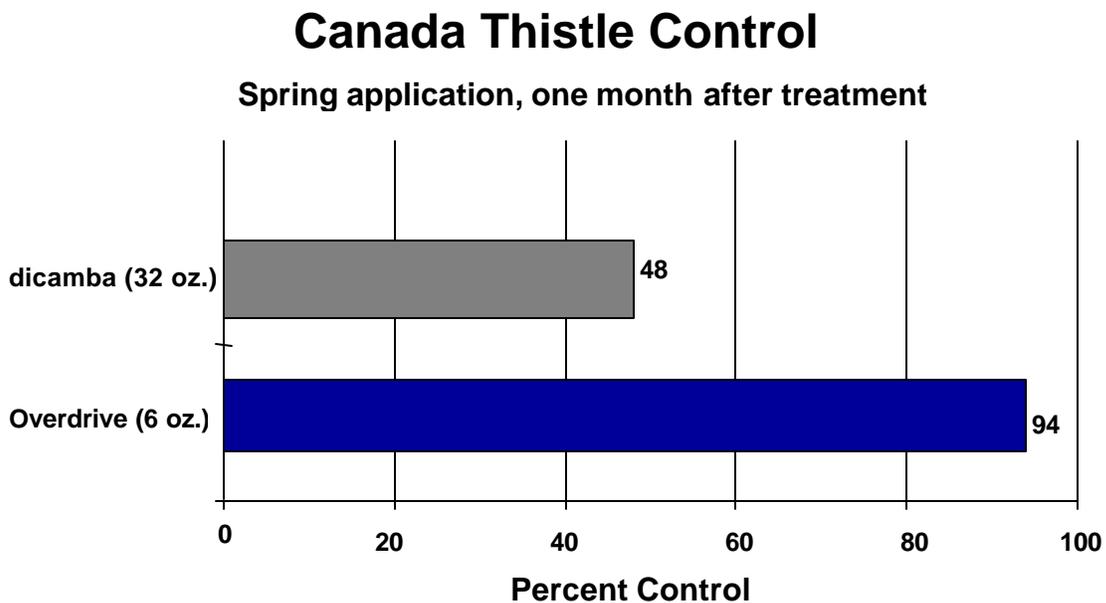
The concentration of dicamba at key growing points results in the plant's speedy decline. Dicamba mimics auxins in the plant, causing uncontrolled cell division and growth, which destroys the plant. Because **Overdrive** concentrates dicamba in key growing points, the active ingredient's effectiveness is enhanced and less herbicide is required in weed control applications.



Q: How can lower application amounts of Overdrive® herbicide provide better control of target weeds?

A: Studies show that **Overdrive** provides effective weed control. Research has shown that **Overdrive** can be applied in low rates and still provide effective control on weeds such as bull nettle, woolly croton and cocklebur that is equal to or more effective than most broadleaf herbicides.

For example, researchers from the University of Wisconsin, Madison, found that an application of just 6-ounces per acre of **Overdrive** controlled 94 percent of Canada thistle in the month following application, compared to a 32-ounce per acre application of straight-dicamba, which controlled just 48 percent of Canada thistle one month after application.¹



Source: Tichich, R.P., and J.D. Doll (University of Wisconsin-Madison), 2001.

These researchers also found that **Overdrive® herbicide** maintained its effectiveness over the long term, maintaining a 94 percent reduction in Canada thistle, 10 months after application.¹

Q: How effective is Overdrive in Roadside Applications?

A: Overdrive controls over 90 annuals and 50 biennial and perennial broadleaf weeds.

Overdrive is well suited for the roadside vegetation management in guardrail, median and right-of-way areas, where cost-effective control of tough nuisance weeds is critical. Compared to other roadside vegetation management products, Overdrive provides greater broad-spectrum control. **Overdrive's** active ingredient diflufenzopyr enhances the effects of dicamba and can also enhance tank mix partners, including triclopyr, picloram and clopyralid.

Q: What role can Overdrive play in Bareground Applications?

A: Overdrive is an excellent tool for use in touch-up or burndown treatments in key bareground markets, such as industrial facilities and utility substations. It provides long-term, broad-spectrum control of nuisance vegetation including kochia, Russian thistle, marehail, and waterhemp.

Q: How effective is Overdrive in Thistle control?

A: Because it provides fast, long-term control for tough broadleaf weeds, **Overdrive** is particularly well suited for cost-effective vegetation management strategies used to control aggressive annual, biennial and perennial thistle weeds, including Canada thistle, musk thistle, bull thistle, plumeless thistle and sowthistle.

Q: Is Overdrive® herbicide effective on Leafy Spurge?

A: Combining **Overdrive** with Tordon* 22K herbicide (picloram) in a tank mix results in better control of the toughest broadleaf weeds, including leafy spurge. Plot studies show that **Overdrive's** unique formulation of dicamba and diflufenzopyr enhances and complements the activity of picloram when applied in the spring and early summer to control leafy spurge.

For less active ingredient and effective long-term control, shift your weed control program into Overdrive. The combination of diflufenzopyr and dicamba makes **Overdrive** an effective tool that can control the growth and spread of undesirable annual and perennial broadleaf weeds faster than straight-dicamba herbicides available today. For more information, visit

www.vmanswers.com or contact your BASF sales representative

1. Tichich, R.P., and J.D. Doll (University of Wisconsin-Madison), "Herbicide options for Canada thistle control in pasture," Proceedings, North Central Weed Science Society (v) 56 (abst) 60, 2001.

Always read and follow label directions.

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