

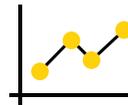
# ASPHALT : THE SMOOTHEST WAY TO WELCOME CUSTOMERS

Whether at a business, a shopping center, a school, house of worship, recreation area or apartment building, a **PARKING LOT** is one of the first things a person sees when arriving at their destination. First impressions matter, and a poorly constructed or maintained lot can reflect negatively on an establishment. A well-maintained parking lot is also safer and easier for both pedestrians and drivers to negotiate. Asphalt pavements are the superior choice for parking lots because they are quick to construct, long-lasting, sustainable and easy and cost-effective to maintain. Plus, because asphalt is everywhere, there are qualified and capable asphalt paving companies in every community across the nation.



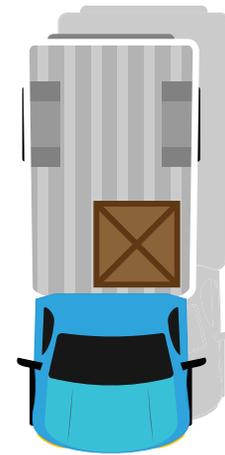
## SPEED OF CONSTRUCTION

Construction and maintenance activities can be done quickly and at night, which eliminates inconvenience for customers and business operations.



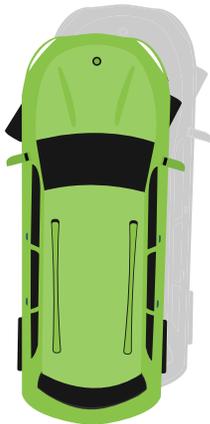
## PERFORMANCE

Long-life asphalt pavements are designed in layers so that they never need full-depth repair or reconstruction.



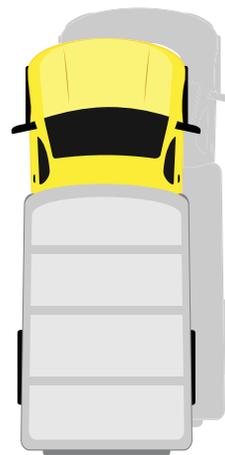
## COST

The initial construction and long-term ownership costs for asphalt pavements are typically less than other pavement alternatives.



## AESTHETICS

A business's exterior appearance influences the decision of where to shop for 95 percent of consumers.<sup>1</sup>



## SUSTAINABILITY

Asphalt pavements offer several opportunities to earn credits under green rating systems, including porous asphalt, recycled materials and environmental product declarations.



1. Morpace (2011). Consumers Are Influenced by the Physical Appearance of a Retailer. Morpace Omnibus Report: April 2011. Morpace Inc., Farmington Hills, Michigan.



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