

DRIVABILITY

WON'T MAKE YOUR JOURNEY SHORTER, IT JUST SEEMS THAT WAY.



* Federal Highway Administration, WestTrack Track Roughness, Fuel Consumption, and Maintenance Costs, 2000
** Edelman Berland Survey, 2013

A smooth road, that's what drivers want today. Not just for peace and quiet, but also for peace of mind. With asphalt, it is easy to ensure a consistently smooth level of performance; which saves lives, wear and tear on your vehicle, and can improve vehicle fuel economy by 4.5%.* No wonder that, in an independent survey, 77% of engineers, developers, transportation officials and other key stakeholders chose asphalt as the smoother surface.** Smoother, quieter, fewer delays...that's drivability. That's asphalt.

LEARN MORE AT DRIVEASPHALT.ORG AND WISPAVE.ORG

The Asphalt Pavement Alliance is a partnership of the Asphalt Institute, National Asphalt Pavement Association and the State Asphalt Pavement Associations.



The Wisconsin Asphalt Pavement Association is a statewide, non-profit organization representing the interests of the asphalt industry.

