

GETTING YOU WHERE YOU NEED TO BE, THAT'S

DRIVABILITY



* Edelman Berland Driver Survey, 2014 | ** Edelman Berland Survey, 2013

55% of drivers today identify traffic delays due to road construction as the most frustrating part of their driving experience.* With off-peak construction, asphalt pavements leave roads and parking lots open when demand is at its highest. Surface maintenance and repair are quick, ensuring drivers and pavement owners have a smooth, high performance surface with minimal inconvenience. No wonder an independent survey found 87% of engineers, developers, transportation officials and other key stakeholders chose asphalt for its ease of maintenance.** 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.

