

GETTING HOME TO WHAT MATTERS, 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 open to traffic during rush hour. Surface maintenance and repair is quick, ensuring drivers 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](http://DRIVEASPHALT.ORG) AND [WISPAVE.ORG](http://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.

