

IF A CAR DRIVES ON THE ROAD AND NO ONE HEARS IT, THAT'S

# DRIVABILITY



\* World Road Association (PIARC). Quiet Pavement Technologies. Report 2013R10EN, 2013  
\*\* Edelman Berland Survey, 2013

To reduce road noise and help keep neighborhoods quiet, asphalt pavement engineers have developed special mixes like open-graded/ fine-graded surfaces, as well as modified, rubberized and stone-matrix asphalt that can lead to pavement-tire noise reductions as great as 7 decibels.\* No wonder 83% of engineers, developers, transportation officials and other key stakeholders chose asphalt as the quieter ride.\*\* 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.

