

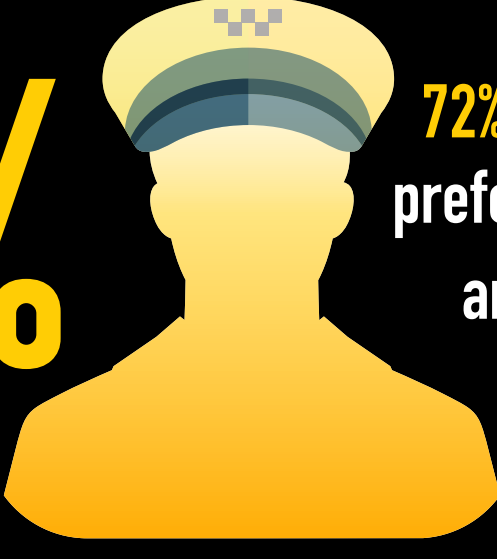
WHEN IT COMES TO A SMOOTH RIDE

DRIVABILITY MATTERS

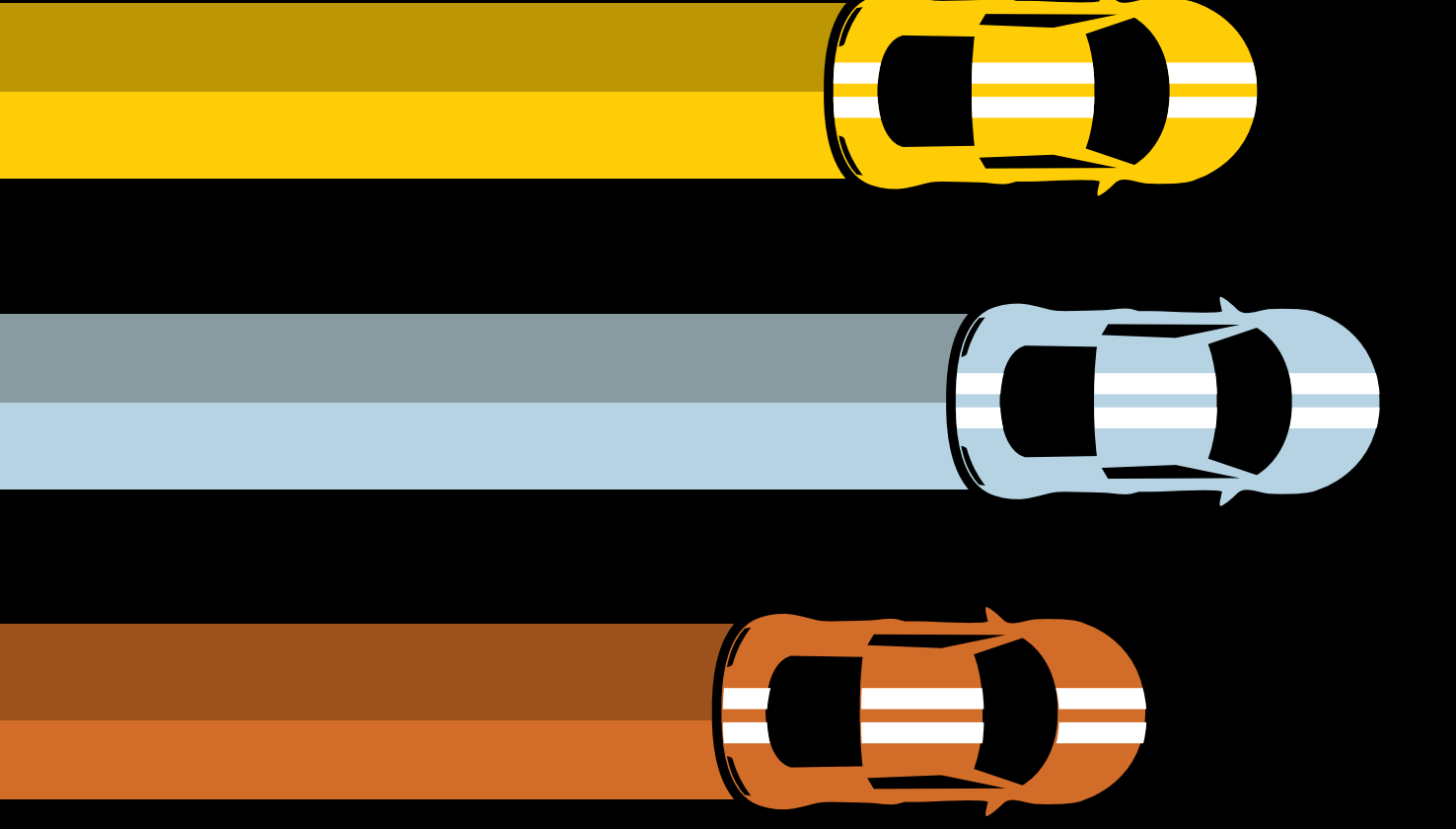
ASPHALT DELIVERS DRIVABILITY



What is drivability? It's what makes a road the one you want to take. For drivers, cyclists and runners, surface **SMOOTHNESS** is important. Asphalt pavements are the smoothest choice, delivering user satisfaction and high performance. Smooth roads are safer roads because rough, uneven surfaces increase driver fatigue and diminish control. Asphalt's smoothness increases fuel-efficiency and decreases vehicle wear and tear, saving drivers money. Asphalt pavements are a pleasure to ride on and protect travelers, vehicles and bank accounts. That matters.

72%  **72%** of "for hire" drivers prefer the smooth ride of an asphalt pavement.¹

Nearly **7** out of **10** amateur road racers say a smooth pavement enhances their performance.¹ **7/10**



 **\$1,300** Pavements that are smoother from the start require less maintenance, saving taxpayers about **\$1,300 annually** for every lane-mile resurfaced.²

\$109B Driving on roads in need of repair costs U.S. motorists **\$109 billion a year** in extra vehicle maintenance and operating costs — **\$516 per motorist**.³ 

 **58%** of drivers prefer asphalt for its smoothness.⁴

 **+4.5%**

Driving on smooth asphalt pavements reduces fuel consumption, which can lead to a **4.5% improvement in fuel economy** compared to other pavements.⁵

1. Golin Harris (2015). Survey of 1,053 Elite Drivers. Sept. 25–Oct. 2. Credibility Interval ±3%.
 2. McGhee, K.K., & J.S. Gillespie (2006). Impact of a Smoothness Incentive/Disincentive on Hot-Mix Asphalt Maintenance Resurfacing Costs. Report No. FHWA/VTRC 06-R28. Virginia Transportation Research Council, Charlottesville, Virginia.
 3. TRIP (2015) Bumpy Roads Ahead: America's Roughest Rides and Strategies to Make our Roads Smoother. TRIP: A National Transportation Research Group, Washington, D.C.
 4. Edelman Berland (2014). Survey of 3,085 U.S. Drivers, 18+. Mar. 7–13. MOE ±1.8%.
 5. Sime, M., S.C. Ashmore, & S. Alavi (2000). Tech Brief: WesTrack Track Roughness, Fuel Consumption, and Maintenance Costs (FHWA-RD-00-052). Federal Highway Administration, McLean, Virginia.