

Precious Cargo

Getting There Safely

You and your family are counting on safe roadways.

Safety is the number one concern of the public. And for good reason, too. With more than 43,000 fatalities on U.S. Highways each year—and with about 13,000 of those directly attributable to road conditions—it's time to drive down these unacceptable figures.



Precious cargo ... Roadbuilders, public agencies, and motorists all agree that safety should be the key focus on highways and roadways.

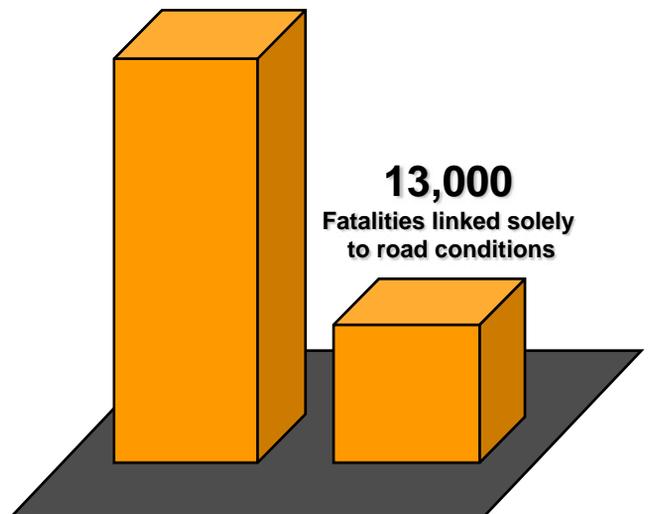
A Better Alternative

Using concrete pavement provides the desirable friction and skid resistance properties for high-speed roadways.

In addition to providing excellent friction and skid resistance, concrete pavements offer other safety, cost, and environmental benefits:

- ✓ Non-rutting surface that doesn't trap water
- ✓ Excellent surface drainage
- ✓ Better light reflectance
- ✓ Fewer repairs ... and fewer work zones over life of pavement
- ✓ Lowest ownership costs

43,200
Fatalities on U.S. highways

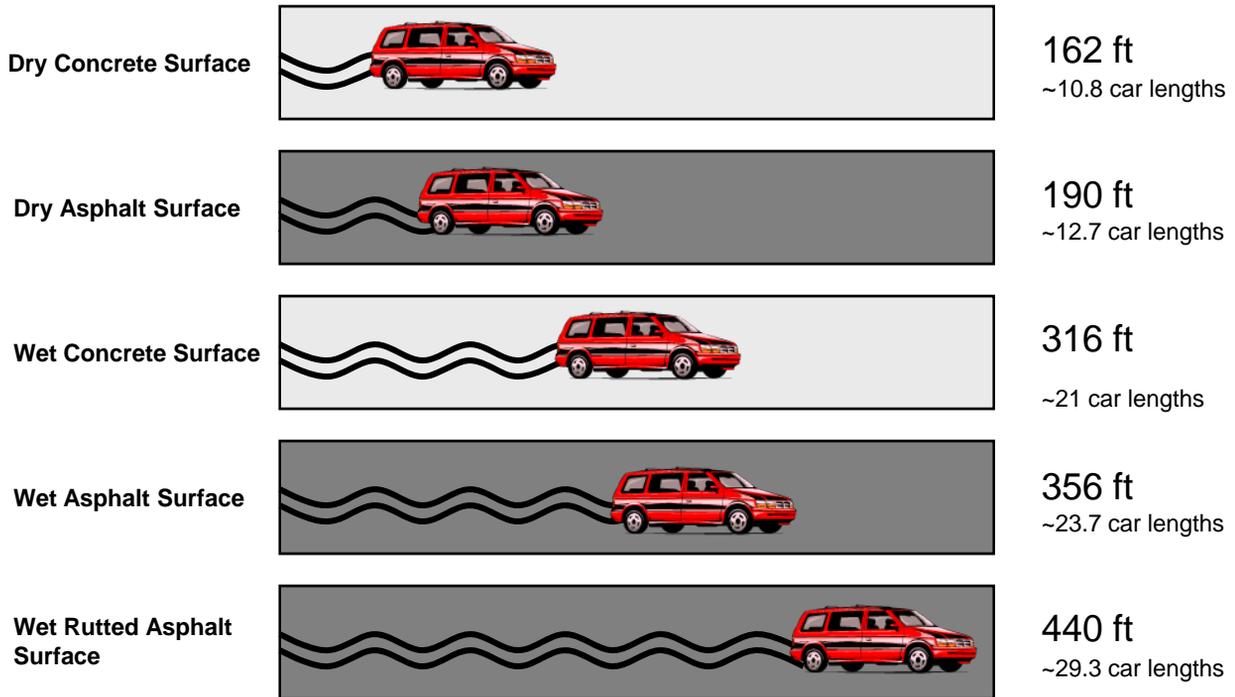


Data sources: National Highway Traffic Safety Administration and American Road and Transportation Builders Assn.

“Motor vehicle crashes are the leading cause of death for children of every age from 3 to 14 years old.”

– National Highway Traffic Safety Administration

How Quickly Can You Stop?

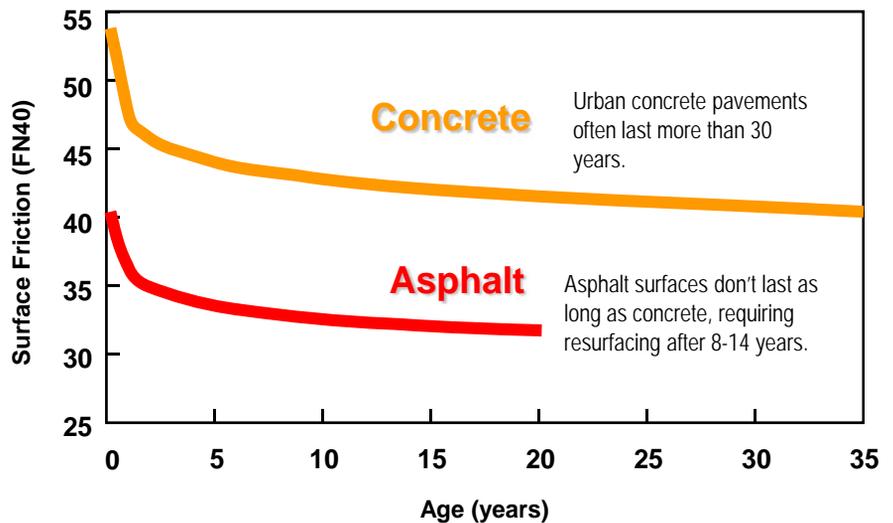


Source: Chevrolet stopping data (not anti-lock brakes) from report "Safety Considerations of Rutting and Washboarding Asphalt Road Surfaces," Department of General Engineering, University of Illinois, 1989.

Wisconsin DOT Surface Friction Models

Wisconsin Department of Transportation developed surface friction models for its pavement systems.

Note that concrete pavements provide more friction for skid resistance than other pavements not only just after construction, but also over their entire life. The data are for urban pavements with 50,000 vehicles per day in the traffic lane.



Source: Wisconsin Pavement Performance Report. Wisconsin Department of Transportation. Madison, WI., 1996.

