



**MEDIA CONTACT:**

Erni Armstrong  
Freestyle Marketing Group  
801.364.3764  
ernia@freestylemg.com

Dave Clifton  
Freestyle Marketing Group  
801.656.5541  
dave@freestylemg.com

**FOR IMMEDIATE RELEASE**

**Calling All California Cities! Get Your Worst Potholes Repaired for Free**  
*Colorado Company Offering to Fix Any City's Nastiest Pothole or Other Small Road Damage*

**GREENWOOD VILLAGE, Colo., Aug. 15, 2013** – HEATWURX hates potholes so much, it will go anywhere to fix them – including California.

Through September, HEATWURX is bringing its innovative in-place asphalt repair equipment with a unique offer to California cities – the company will fix a town's worst potholes for free, no strings attached. "All city officials have to do is give us a call to schedule the repair and we'll get rid of the worst pothole they can throw at us," said Rich Giles, HEATWURX founder.

So far, 16 California cities, counties, and other entities have taken the HEATWURX offer, including the City of Los Angeles Water & Power, CALTRANS, San Diego County, Los Angeles County Public Works, San Bernardino County, and the City of Carlsbad.

**To schedule a free repair, city officials can either call 717-262-5779 or email [heatwurx@wurxconsulting.com](mailto:heatwurx@wurxconsulting.com).** Free repairs are done as long as scheduled slots are available.

The City of Lake Elsinore is the first city in the state to benefit from the HEATWURX process. In July, the City held an event to announce it had purchased the unique repair equipment after seeing it in action. "We are the first city in California to purchase this revolutionary technology, which is part of our continuing commitment to have better, smoother, and safer roads using fewer taxpayer dollars," said Lake Elsinore Mayor Bob Magee.

"A small pothole can be fixed in as few as 15 minutes, meaning crews are not blocking traffic lanes for longer periods," said Adrian Jacobs, Vice President of Sales. "That means less pollution from cars idling amidst orange construction cones. And our electric infrared heaters don't release harmful greenhouse gases like the typical propane burners do."

The U.S. Army Corps of Engineers recently reported that in-place asphalt repair technology proved most effective in terms of repair times and repair quality for small airfields. The HEATWURX HWX-30 Electric Infrared Heater and HWX-AP40 Asphalt Processor were identified in the report as the equipment that best met the requirements and were selected for inclusion in the ERDC's recommended equipment list. Last year, the Technology Implementation Group of the American Association of State Highway Transportation Officials (AASHTO) selected HEATWURX as



best in class (Additionally Selected Technology). The Utah Department of Transportation was the lead state for AASHTO with this technology.

“This is the perfect time to consider newer, more cost-effective ways to repair our crumbling roads,” Giles stated. “Federal funding for new equipment may be available through MAP-21, the surface transportation funding bill that set aside more than \$100 billion for fiscal years 2013 and 2014.” More information about MAP-21 can be found at <http://www.dot.gov/map21>.

But it will take more than money to solve California’s road woes for the long haul. Millions can be spent filling potholes the standard way, but crews will be back out time and time again repairing the damage. “Our technology allows for repairs that last the life of the road,” added Jacobs.

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### **About HEATWURX**

Headquartered in Colorado, HEATWURX is the premier developer of eco-friendly preservation and repair equipment designed to outperform alternative methods of pavement repair. As worldwide demand for sustainability continues to increase, HEATWURX is committed to providing superior solutions that reduce consumption of raw materials by re-using existing asphalt, extending the life of asphalt pavements, and decreasing the costs of recurring repairs. A leader in the pavement preservation industry, HEATWURX is proud to be identified by the Technology Implementation Group (TIG) of the American Association of State Highway Transportation Officials (AASHTO) as an additionally selected technology. For more information, visit [www.heatwurx.com](http://www.heatwurx.com).