



FOR IMMEDIATE RELEASE

June 21, 2014

Solar Roadways Raises Double Its Crowdfunding Goal in First Campaign

Solar-powered pavement innovation gains huge support

SANDPOINT, Idaho -- Solar Roadways, a startup developing groundbreaking road surface technology, completed its first crowdfunding campaign on June 20, raising over \$2.2 million--more than twice its funding goal--in just under three months. The company will use the capital to build a pilot road and continue testing the technology in real-life conditions.

Solar Roadways' incredibly successful campaign was launched on Earth Day, April 22, on crowdfunding platform Indiegogo with a \$1 million goal. Over 48,000 donors from 165 countries contributed to the fundraiser, which collected just over \$2.2 million.

Named in May by Popular Science as one of the "100 Great Inventions of 2014," Solar Roadways develops modular solar panels that can be installed on roads, parking lots, driveways, sidewalks and other outdoor surfaces. The highly-resistant, textured glass tiles can support up to 250,000 pounds and offer multiple features in addition to electricity generation, including heating elements that melt ice and snow, LEDs to create road lines and signage, and mutual induction technology that allow electric cars to charge while driving.

"We're overwhelmed by the positive response from our Indiegogo campaign," says Julie Brusaw, who with her husband Scott Brusaw is the creator and owner of Solar Roadways. "It's clear that many people around the world want to join us in making this paradigm shift a reality -- moving away from fossil fuels to a cleaner world," she added.

For the campaign the two created a five-minute video describing the solar tiles' technological capabilities and showing them in action in the Brusaw's model driveway. The video can still be viewed on the Indiegogo website (www.indiegogo.com/projects/solar-roadways).

According to Scott Brusaw, "A nationwide system of solar roads could produce more clean renewable energy than our country uses. The potential is amazing. It's a chance to fight climate change while promoting economic growth too. The funds we raised will help us hire the technical talent we need and streamline production to move forward."

As for next steps, the Brusaws will recruit more materials and mechanical engineers, and acquire a building to scale up product manufacturing. They will install and test the first pilot roads, parking lots and sidewalks in Idaho in 2015. They plan to have the first commercial solar panels to market by 2016.

Solar Roadways was founded by the Brusaws in 2006 in Sandpoint, Idaho. Scott, an electrical engineer, and Julie, a counselor, developed the company based on their vision of and commitment to a sustainable energy solution. In 2009 they were awarded a contract from the Federal Highway Administration to develop and test prototype road panels. A follow-on contract in 2011 allowed the inventors to construct a parking lot to permit testing in various weather conditions and with different vehicle types. Solar Roadways now consists of a team of five. For more information, visit: www.solarroadways.com.

###