

1/31/2024

Mr. Hauger  
Commercial Roofs 4 Less

Let me introduce myself. My name is Jason Lawton, and I am currently employed as a Facilities Engineer at Hyundai Motor Manufacturing Alabama (HMMA). Among my many responsibilities at HMMA is ensuring a waterproof building envelope to build high-quality automobiles safely and efficiently. In my facility, I currently have over 4.3 million square feet under the roof, and much of my roof is approaching twenty years old and in extremely poor condition. The vast majority of my roof is TPO, but I also have EDPM, metal standing seam.

In 2020, my senior management team challenged me to develop a cost-effective roof refurbishment plan. I spent about six months collaborating with consultants, contractors, and manufacturers. I studied what seemed like every possible solution, from the traditional tear-off and replacement to custom spray-on systems.

At the end of that six-month period, I submitted a five-year plan to completely refurbish all 4.3 million square feet of roof with the Fluid Applied Roofing spray-on system to my senior management. The facts that led me to this decision are as follows:

- **Cost Savings:** I am projecting cost savings of approximately \$76 million over five years compared to a traditional complete roof replacement.
- **No silicone:** For an automobile manufacturer this is particularly important to manufacture a quality product, and this allows for easier repairs down the road if there is a failure.
- **15-Year Warranty:** On the exceedingly rare occasions when I have had to file a warranty claim with FAR, it is managed quickly and professionally. FAR has not let me down yet.
- **Truly little production impact:** Logistics makes space a premium in an automotive facility. The FAR system only requires a crew of about five people to install, and their equipment footprint on the ground is only about 200 sq.ft.. No cranes or other large equipment is needed to get materials onto the roof.
- **Fluid Applied Roofing Technical Support:** The technical support that I receive from FAR is by far the best in the industry. My AFR support team is always available to answer any questions day or night. They also actively participate in the project from "cradle to grave." They always provide cost-effective solutions to problems and sometimes even recommend products not manufactured by FAR.

My Management initially thought that FAR was "too good to be true", but over the years, FAR has proven itself to management and has become a valuable business partner. The performance of the FAR system has surpassed my wildest dreams. Due in very large part to the positive business impact of the FAR system, I was awarded the "Hyundai Core Value Award" (Only 36 are awarded each year) in 2022. In 2023 I was awarded "Hyundai Team of the Year (only 9 are awarded each year and is considered to be the very highest award Hyundai presents).

In closing, I cannot say enough good things about Fluid Applied Roofing; their products are paradigm changing and will revolutionize the roofing industry. If you wish, I could offer you a visitor's pass to my facility in Montgomery Alabama to see this product for yourself.

Sincerely,

Jason Lawton

Facilities Engineer

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