

# ASA's Unparalleled \$1,000,000 Tire Dealer Bailout Package

Is ASA really granting \$1,000,000 to tire dealers? Yes, we are. Is it a loan? Does it have to be paid back? No, and no. So, what's the story? U.S. banks and Detroit auto makers have secured their government bailouts. Now tire dealers can get their own version of a bailout, courtesy of ASA Tire Systems.

The government recognizes that we need to reduce unemployment and employ people on projects that will help the United States infrastructures (highways, bridges, dams, and public buildings). It's no question that our country has neglected roads and bridges for decades. The cost to repair or replace them now is staggering compared to the cost of building them initially. However, we know we must invest now or the costs will be even more staggering in years to come.

We see a similarity in the technology infrastructures of independent tire dealers throughout North America. Many tire dealers have neglected their technology infrastructures for years. As a result, they are losing business. They have not invested in replacing things like business software, servers, wide area networks, local area networks, firewalls, desktop PC's, websites, Intranets and eCommerce. The list goes on and on. Tire dealers needing to upgrade these items now have an unprecedented opportunity to do so.

In these uncertain times we know that some tire dealers are doing very well, but many are struggling and unable to upgrade their technology to get ahead. We've been in this industry for almost three decades, and in this time we are seeing a lot of our customers struggle. We want to help them as well as the industry as a whole. The tire industry has been very good to ASA over the years, and we are prepared to give back.

During a time when many of you are under pressure with this economic downturn, technological improvements may have been put on the back burner, or crossed off the budget entirely. After all, it's not a tire changer, or a wheel balancer... it's not a "necessary tool" to get the job done. But, isn't it? Stop and think about that for a moment. We believe it is just as important.

Ironically, these very improvements enhance customer service, which has become important more now than ever before, in building and maintaining your customer base. What better incentive is there to upgrade today, than the prospect of losing

your customer base? By providing grants to qualifying tire dealers who invest in technology solutions with us, we are enabling you to better your infrastructure and deliver accurate information, improve customer service and retention, and ultimately improve your bottom line. If keeping your customers isn't as important as a new lift, you are missing a vital key to success in this economy.

Now more than ever, you have to earn you customer's business. More importantly, you need to make sure you keep that business. Technology gives your employees the necessary tools to deliver information to customers when they need it, ensuring the sale and a satisfied customer who will return to your business for years to come.

There are many reasons why it's smart to upgrade technology during a weak economy. When "times are tough" you can get outstanding deals, modernize for less, and prove to customers that you are progressive enough to prosper in what many see as hard economic times.

We believe, as in the case of the government bailout plan, the effects of this \$1,000,000 grant will indeed trickle down, creating an increased demand for technological production, keeping workers employed, improving business for tire dealers, and perhaps inspiring other companies to follow suit with their own individual stimulus packages. We recognize that the economic conditions in the world are reaching levels never experienced in our lifetime, and know now is the time to take drastic steps to help pull our industry out of today's economic tailspin.

We are committed to helping you further your tire business, no matter what the state of the economy, by offering this unparalleled \$1,000,000 bailout package. "I am very excited about this program," states Wayne Crowell, President of ASA Tire Systems. "We have been committed to the independent tire dealer spanning three decades and this is one way we can help make a difference in the market we are dedicated to. It's about giving and helping, like our tag line states, 'technically speaking, we are family'."

We have two choices. 1) We can do nothing, try to weather the storm, and hope we survive, or 2) We can say, "drastic times call for drastic measures." We hope you step up with us and prove to your customers that you are progressive enough to prosper in what many see as hard times by taking advantage of this offer.

If you are in need, tell us your story. You can apply for the funds by visiting <http://www.asatire.com/bailout> and filling out a form, or by contacting an ASA representative.



615 Amherst Street, Nashua, NH 03063

603-889-8700

[www.asatire.com](http://www.asatire.com)