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ASA Tire Systems Offers \$1 Million 'Tire Dealer Bailout'

The funds, available to dealers in the form of grants, are designed to give back to the tire dealer community that has supported ASA for so many years, said a company spokesperson.

By aftermarketNews staff

Wednesday, March 11, 2009

NASHUA, NH -- ASA Tire Systems is offering a \$1 million “economic bailout package” to qualifying tire dealers that invest in technology solutions with the company.

The funds, available to dealers in the form of grants, are designed to give back to the tire dealer community that has supported ASA for so many years, said a company spokesperson.

The majority of independent tire dealers have neglected their technology infrastructures for many years, not replacing things like business software, business servers, wide area networks, local area networks, firewalls, desktop PCs, websites, intranets and eCommerce, according to ASA.

“There are many reasons why it’s smart to upgrade technology during a weak economy,” the company said in a press release. “When times are tough dealers can get outstanding deals, modernize for less and prove to customers that they are progressive enough to prosper in what many see as hard economic times. Technology gives dealer’s employees the necessary tools to deliver information to customers when they need it, assuring both the sale and a satisfied customer.”

The \$1 million in grants, which tire dealers will not have to pay back, will be available through 2009 or until funds are depleted. The grants can be applied toward the purchase of ASA technology.

“I am very excited about this program,” said Wayne Crosswell, 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.’”

Dealers can apply for the funds by filling out the form on ASA's website, www.asatire.com/bailout, or by contacting an ASA representative. (*Courtesy of Tire Review*)

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