



MODERN TIRE DEALER

BREAKING NEWS

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ASA Tire Systems offers \$1 million 'economic bailout' technology package

ASA Tire Systems is offering a \$1 million economic bailout package to qualifying tire dealers who invest in technology solutions with them.

The money will be available to dealers in the form of grants toward the purchase of ASA technology. Dealers can apply for the funds via the ASA Tire Systems Web site <http://www.asatire.com/bailout> by filling out a form, or by contacting an ASA representative.

"ASA Tire Systems recognizes that the economic conditions in the world are reaching levels never experienced in our lifetime," the company says in its press release. "ASA believes now is the time to take drastic steps to pull our industry out of today's economic tailspin. There is no question that governments throughout the world are doing what they can, but they can't solve this crisis alone. ASA is launching a grass roots tire dealer bailout campaign, similar to the U.S. government making funds available through various government 'bail out' or stimulus packages."

The company feels that the majority of independent tire dealers "have neglected their technology infrastructures for many years. They have not invested in replacing things like business software, business servers, wide area networks, local area networks, firewalls, desktop PCs, Web sites, Intranets and eCommerce.

"It is ASA Tire Systems' belief that there are many reasons why it's smart to upgrade technology during a weak economy. 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. Now more than ever," the company says, "dealers have to earn their customers' business. More importantly, they need to make sure they keep that business. Technology gives dealers' employees the necessary tools to deliver information to customers when they need it, assuring both the sale and a satisfied customer. Satisfaction has to be at an all-time high, otherwise dealers will lose business. "

So to help dealers further their tire business, ASA is offering grants that they don't have to pay back.

"I am very excited about this program," says Wayne Crosswell, president of ASA. "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.'"



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