

Tire company offers \$1m deal

Nashua | ASA Tire Systems will give grants to dealers based on need.

By **ASHLEY SMITH**

Staff Writer

NASHUA – A Nashua company is offering a \$1 million “economic bailout” package to help tire dealers to buy its software.

ASA Tire Systems, 615 Amherst St., will award up to \$1 million in technology grants to various tire dealers based on individual need. The company sells software designed to help tire dealers manage facets of the business such as Internet sales, ordering and accounting.

ASA said in a statement Tuesday it is taking drastic steps to pull the tire industry out of its “economic tailspin” by helping them invest in neglected IT infrastructures.

“There are many reasons why it’s smart to upgrade technology during a weak economy,” the company said in a statement.

“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, dealers have to earn their customer’s business.”

ASA said the government alone cannot solve this crisis.

According to ASA, the software will help ensure satisfied customers by giving tire dealers the tools to deliver information to customers when they need it.

“Satisfaction has to be at an all time high, otherwise dealers will lose business,” the statement said.

Dealers can apply for the funds on the ASA Tire Systems Web site www.asatire.com/bailout by filling out a form, or by calling ASA.

“ASA Tire Systems is committed to helping tire dealers further their tire business, no matter what the state of the economy. I am very excited about this program,” company President Wayne Crosswell said.

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