

# Nashua software firm offers grants to its customers

◆ **Business:** ASA Tire Systems says plan is part of company's mission to help independent dealers.

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New Hampshire Union Leader

A Nashua firm is offering its own \$1 million "bailout" plan by offering grants to independent tire dealers around the country to buy its specialized business management software.

"It's all based on need and their situation," said ASA Tire Systems spokesman Sky Souza.

"Somebody could have everything paid for," she said.

The company's products include ASA TreadX, ASA TireMas-

ter and ASA AutoRepairMaster.

"We've been in this industry for almost three decades now and in this time we've seen a lot of our customers having a difficult time," she said.

"Some tire dealers are doing very well and many are struggling and not able to upgrade their technology and get ahead," she said.

The privately held company has fewer than 100 employees and does not release its financial data such as annual revenues.

"I am very excited about this program," Wayne Croswell, president of ASA Tire Systems, said in a statement. "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 tagline states, 'technically speaking, we are family,'" Croswell said.

Souza estimated there are 26,000 independent tire dealers in the U.S. ASA says it has more than 900 customers with 4,000 locations, equaling about 10,000 users.

Pricing varies based on the size of the business and which products they buy.

Businesses can get more information on the "bailout" at [www.asatire.com](http://www.asatire.com).

"There is a committee here that decides what they are purchasing and what they are entitled to," Souza said. "It's not a loan, not in the form of anything that has to be paid back."