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**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **ASA Tire Offers Rebates to Dealers Committed to “Going Green”**

**MERRIMACK, NH (January 20, 2009)** – ASA Tire Systems announced today that they will offer rebates towards the purchase of ASA business technology that will enable tire dealers to “Go Green” within their businesses.

ASA Tire is taking "Going Green" very seriously. In today's world, businesses need to focus not only on saving money, increasing profits and reducing operating expenses, but also on reducing their impact on the environment. ASA agrees “Going Green” is not just a trend. By adopting “Greener Technology,” tire dealers can save real money, reduce waste, increase business efficiencies, and decrease the impact they have on the environment.

ASA Tire is rewarding independent tire dealers who show a commitment to reduce their carbon footprint by using greener technology with a rebate towards the purchase of greener technology. The less impact a tire dealer creates on the environment by adopting greener technology, the larger rebate they will qualify for. Beyond saving paper, adopting green technology can help tire dealers reduce their carbon footprint in strides. Leveraging electronic communication and modern technology speeds up operations, streamlines workflow, and reduces many physical carbon-intensive emissions their business creates.

To learn more, dealers can try the carbon footprint reduction calculators at [www.asatire.com/green](http://www.asatire.com/green), and learn how existing technology can affect the environmental impact their business creates. Best of all, dealers can qualify for a rebate from ASA towards the purchase of greener business systems.

### **About ASA Tire Systems**

Headquartered in Merrimack, New Hampshire, ASA Tire Systems develops and builds enterprise-wide software solutions, delivers support and services, and enables leading independent tire dealers to achieve a maximum return on their information technology investment. ASA's software tools help tire dealers and retreaders manage all facets of their businesses and can be tailored to suit the ecommerce, order processing, accounting and business management needs of any size retail, wholesale, or retread tire operation. You can find them on the Internet at [www.asatire.com](http://www.asatire.com).



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