



Automotive Structures Announces New Partnership with Microsoft

Automotive Structures, Inc. has announced that the company is providing customized Microsoft technology solutions to Automotive, motorcycle, boat, RV, and heavy truck dealers across North America.

Seattle, WA ([PRWEB](#)) November 19, 2003 -- "Automotive Experts have been hoping that Microsoft Joins this Market Space for Years," says Company President

Automotive Structures Inc. (ASI) has teamed with Microsoft to deliver a technologically advanced Dealer Management System (DMS) solution for automobile dealers across North America.

"We are excited about bringing Microsoft and Great Plains software to dealers everywhere," says Jake Sudderth, ASI President. "Automotive experts have been hoping that Microsoft joins this market space for years and we are proud to be the domain experts that will lead this transition."

Automotive Structures began discussing the opportunities available in the automotive dealer market in 2001, the year Microsoft purchased Great Plains Software, a successful 20-year developer of accounting software based in Fargo, North Dakota. "ASI is an ideal partner for us to use as we work toward providing outstanding software for the automotive dealer marketplace," says Bruce Johnson of Microsoft. "We are very excited about the possibilities."

Automotive Structures was founded in Seattle in 2001 and features several current and former dealers as executives and advisors. "We have mined the best people possible to make a major entry into a dealer technology market that generates over \$2 billion in sales per year," says John Novell, Automotive Structure Vice-President.

"With this talent at hand, we have the luxury of developing the ideal system for the discerning dealer, one designed by the experts," adds Novell. "Inside experience also allows us to work efficiently with the industry's biggest firms. For example, we have held planning sessions with numerous members of the Top-100 dealer groups in the United States. By the end of the year we will have met with 50% of the key decision makers in the industry."

Automotive Structures develops technology solutions for dealers of autos, RVs, motorcycles, and boats. Offices in New York and Seattle allow the company to work with several major automotive groups across the United States. For more information about ASI products and services call 206-619-4310 (Seattle) or 718-634-0791 (New York).

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Automotive Structures, Inc. provides software to the vehicle dealership industry. Company services include accounting packages, e-commerce solutions, CRM consulting and products, web sites, hardware, and networking solutions.



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Online Web 2.0 Version

You can read the online version of this press release [here](#).