

January 2022

| | | | | TOTAL TIRES 41,244 | TOTAL WHEELS 5,376 | TOTAL UNITS 46,620 |
|--------------------------------|------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| 26 12/27/20 <div></div> | 27 12/28/20 Business day (M) 21 Business day (Y) 302 DTD TIRES WHEELS UNITS 3,002 275 3,277 | 28 12/29/20 Business day (M) 22 Business day (Y) 303 DTD TIRES WHEELS UNITS 3,205 262 3,467 | 29 12/30/20 Business day (M) 23 Business day (Y) 304 DTD TIRES WHEELS UNITS 2,108 157 2,265 | 30 12/31/20 Business day (M) 24 Business day (Y) 305 DTD TIRES WHEELS UNITS 1,606 219 1,825 | 31 12/1/20 Business day (M) 25 Business day (Y) 306 DTD TIRES WHEELS UNITS 3,553 290 3,843 | 01 1/1/21 <div>NEW YEARS DAY</div> |
| 02 1/3/21 <div></div> | 03 1/4/21 Business day (M) 1 Business day (Y) 1 DTD TIRES WHEELS UNITS 3,018 442 3,460 | 04 1/5/21 Business day (M) 2 Business day (Y) 2 DTD TIRES WHEELS UNITS 2,573 332 2,905 | 05 1/6/21 Business day (M) 3 Business day (Y) 3 DTD TIRES WHEELS UNITS 1,907 309 2,216 | 06 1/7/21 Business day (M) 4 Business day (Y) 4 DTD TIRES WHEELS UNITS 1,803 274 2,077 | 07 1/8/21 Business day (M) 5 Business day (Y) 5 DTD TIRES WHEELS UNITS 1,675 254 1,929 | 08 1/9/21 Business day (M) 6 Business day (Y) 6 DTD TIRES WHEELS UNITS 801 56 857 |
| 09 1/10/21 <div></div> | 10 1/11/21 Business day (M) 7 Business day (Y) 7 DTD TIRES WHEELS UNITS 2,575 312 2,887 | 11 1/12/21 Business day (M) 8 Business day (Y) 8 DTD TIRES WHEELS UNITS 2,481 283 2,764 | 12 1/13/21 Business day (M) 9 Business day (Y) 9 DTD TIRES WHEELS UNITS 2,256 194 2,450 | 13 1/14/21 Business day (M) 10 Business day (Y) 10 DTD TIRES WHEELS UNITS 1,891 187 2,078 | 14 1/15/21 Business day (M) 11 Business day (Y) 11 DTD TIRES WHEELS UNITS 1,320 264 1,584 | 15 1/16/21 Business day (M) 12 Business day (Y) 12 DTD TIRES WHEELS UNITS 484 46 530 |
| 16 1/17/21 <div></div> | 17 1/18/21 Business day (M) 13 Business day (Y) 13 DTD TIRES WHEELS UNITS 2,086 244 2,330 | 18 1/19/21 Business day (M) 14 Business day (Y) 14 DTD TIRES WHEELS UNITS 1,528 245 1,773 | 19 1/20/21 Business day (M) 15 Business day (Y) 15 DTD TIRES WHEELS UNITS 1,329 176 1,505 | 20 1/21/21 Business day (M) 16 Business day (Y) 16 DTD TIRES WHEELS UNITS 1,459 203 1,662 | 21 1/22/21 Business day (M) 17 Business day (Y) 17 DTD TIRES WHEELS UNITS 1,292 130 1,422 | 22 1/23/21 Business day (M) 18 Business day (Y) 18 DTD TIRES WHEELS UNITS 580 90 670 |
| 23 1/24/21 <div></div> | 24 1/25/21 Business day (M) 19 Business day (Y) 19 DTD TIRES WHEELS UNITS 2,250 292 2,542 | 25 1/26/21 Business day (M) 20 Business day (Y) 20 DTD TIRES WHEELS UNITS 2,266 268 2,534 | 26 1/27/21 Business day (M) 21 Business day (Y) 21 DTD TIRES WHEELS UNITS 1,753 238 1,991 | 27 1/28/21 Business day (M) 22 Business day (Y) 22 DTD TIRES WHEELS UNITS 1,545 209 1,754 | 28 1/29/21 Business day (M) 23 Business day (Y) 23 DTD TIRES WHEELS UNITS 1,202 173 1,375 | 29 1/30/21 Business day (M) 24 Business day (Y) 24 DTD TIRES WHEELS UNITS 694 61 755 |
| 30 1/31/21 <div></div> | 31 1/2/21 Business day (M) 25 Business day (Y) 25 DTD TIRES WHEELS UNITS 476 94 570 | 01 2/2/21 Business day (M) 1 Business day (Y) 26 DTD TIRES WHEELS UNITS 1,606 176 1,782 | 02 2/3/21 Business day (M) 2 Business day (Y) 27 DTD TIRES WHEELS UNITS 1,506 204 1,710 | 03 2/4/21 Business day (M) 3 Business day (Y) 28 DTD TIRES WHEELS UNITS 1,488 200 1,688 | 04 2/5/21 Business day (M) 4 Business day (Y) 29 DTD TIRES WHEELS UNITS 1,326 145 1,471 | 05 2/6/21 Business day (M) 5 Business day (Y) 30 DTD TIRES WHEELS UNITS 470 82 552 |

Color Key

Lost Day

Holiday

Extra day

This month we need to average 1,865 units a day in order to beat last years 46,620 total units.

| January 2021 | | | | | | | | | |
|----------------------------------------------------------------------------|--|-------|----------------|-------|-------|---------|---------|---------|--|
| DT/DTD Exclusive & Online Only! | | Start | End | Week1 | Week2 | Week3 | Week4 | Week5 | |
| | | | | 1 - 2 | 3 - 9 | 10 - 16 | 17 - 23 | 24 - 31 | |
| Bridgestone \$70 Prepaid Card | | | • 1/10 – 1/23 | | | | | | |
| With the purchase of any set of 4 Bridgestone tires. | | | | | | | | | |
| Goodyear Up To \$50 Prepaid Mastercard® | | | • 1/10 – 1/23 | | | | | | |
| With the purchase of any set of 4 Goodyear tires. | | | | | | | | | |
| Pirelli \$70 Prepaid Mastercard® | | | • 1/17 – 1/31 | | | | | | |
| With any set of 4 Cinturato Strada, Strada Sport, or Scorpion Strada tires | | | | | | | | | |
| Yokohama \$70 Prepaid Mastercard® | | | • 1/17 – 1/31 | | | | | | |
| With any set of 4 YK740 GTX or YK-HTX tires | | | | | | | | | |
| DT-AT Credit Card | | Start | End | | | | | | |
| DT-AT Credit up to \$40 Prepaid Mastercard® | | | • 1/1 – 1/23 | | | | | | |
| Existing: \$20 on \$400+ New Applicants: \$40 on \$199+ | | | | | | | | | |
| Winter Savings \$50 Prepaid Mastercard® | | | • 10/11 – 3/31 | | | | | | |
| With any set of 4 Winter Tires paid with DT-AT Credit card | | | | | | | | | |
| Winter Savings Tire & Wheel Packages \$80 Prepaid card | | | • 10/11 – 3/31 | | | | | | |
| With any Winter Tire & Wheel Package paid with DT-AT Credit card | | | | | | | | | |
| DT-AT Credit up to 10% as Prepaid Mastercard® | | | • 1/24 – 1/31 | | | | | | |
| Existing: 5% on \$400+ New Applicants: 10% on \$199+ | | | | | | | | | |
| Manufacturer/National | | Start | End | | | | | | |
| Goodyear Up To \$75 Prepaid Mastercard® | | | • 1/1 – 3/31 | | | | | | |
| With the purchase of any set of 4 Goodyear tires. | | | | | | | | | |
| DTD Exclusive Flash Sale | | Start | End | | | | | | |
| DTD Flash Sale up to \$110 | | | • 1/12 – 1/13 | | | | | | |
| \$12 threshold, can be combined message, web advertising, Email Blast | | | | | | | | | |
| DTD Flash Sale up to \$110 | | | • 1/25 – 1/26 | | | | | | |
| \$12 threshold, can be combined message, web advertising, Email Blast | | | | | | | | | |

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| | | | | 1 - 1 | 2 - 8 | 9 - 15 | 16 - 22 | 23 - 31 | |
| Military 10% Instant Savings | | | • 5/7 – Ongoing | | | | | | |
| For active duty military, veterans, spouses and families. | | | | | | | | | |
| LeasePlan Employees \$50 Instant Savings | | | • 12/1 – 1/15 | | | | | | |
| With the purchase of any set of 4 tires or wheels. | | | | | | | | | |
| My Account & DTD 5% Instant Savings | | | • 1/7 – 1/9 | | | | | | |
| With the purchase of any set of 4 tires or wheels if logged into MyAccount. | | | | | | | | | |
| My Account & DTD %TBD Instant Savings | | | • 1/14 – 1/16 | | | | | | |
| Details Coming Soon | | | | | | | | | |
| My Account & DTD %TBD Instant Savings | | | • 1/21 – 1/23 | | | | | | |
| Details Coming Soon | | | | | | | | | |
| My Account & DTD %TBD Instant Savings | | | • 1/28 – 1/30 | | | | | | |
| Details Coming Soon | | | | | | | | | |
| DT-AT Credit Card | | Start | End | | | | | | |
| Winter Savings \$60 Prepaid Mastercard® | | | • 10/17 – 3/31 | | | | | | |
| With the purchase of any set of winter tires using a DT-AT credit card. | | | | | | | | | |
| Winter Savings \$80 Prepaid Mastercard® | | | • 10/17 – 3/31 | | | | | | |
| With any set of 4 winter tire and wheel packages using a DT-AT Credit card. | | | | | | | | | |
| DT-AT Credit 5% Instant Savings | | | • 1/1 – 1/31 | | | | | | |
| On purchases of \$399+ for new and existing card holders | | | | | | | | | |
| Manufacturer/National | | Start | End | | | | | | |
| Goodyear up to \$100 Prepaid Visa® Card | | | • 1/1 – 3/31 | | | | | | |
| With the purchase of a select set of 4 Goodyear tires. | | | | | | | | | |