

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

Color Key

Lost Day

Holiday

Extra day

January 2021 vs 2022 Promotions

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

January 2021		January 2022															
		Start	End	Week1	Week2	Week3	Week4	Week5			Start	End	Week1	Week2	Week3	Week4	Week5
DT/DTD Exclusive & Online Only!				1-2	3-9	10-16	17-23	24-31			1-1	2-8	9-15	16-22	23-31		
Bridgestone \$70 Prepaid Card	With the purchase of any set of 4 Bridgestone tires.	• 1/10-1/23							Militay 10% Instant Savings	For active duty military, veterans, spouses and families.	• 5/7—Ongoing						
Goodyear Up To \$50 Prepaid Mastercard®	With the purchase of any set of 4 Goodyear tires.	• 1/10-1/23							LeasePlan Employees \$50 Instant Savings	With the purchase of any set of 4 tires or wheels.	• 12/1-1/15						
Pirelli \$70 Prepaid Mastercard®	With any set of 4 Cinturato Strada, Strada Sport, or Scorpion Strada tires	• 1/17-1/31							My Account & DTD 5% Instant Savings	With the purchase of any set of 4 tires or wheels if logged into MyAccount.	• 1/7-1/9						
Yokohama \$70 Prepaid Mastercard®	With any set of 4 YK740 GXT or YK-HTX tires	• 1/17-1/31							My Account & DTD %TBD Instant Savings	Details Coming Soon	• 1/14-1/16						
DT-AT Credit Card		Start	End						My Account & DTD %TBD Instant Savings		• 1/21-1/23						
DT-AT Credit up to \$40 Prepaid Mastercard®	Existing: \$20 on \$400+ New Applicants: \$40 on \$199+	• 1/1-1/23							My Account & DTD %TBD Instant Savings		• 1/28-1/30						
Winter Savings \$50 Prepaid Mastercard®	With any set of 4 Winter Tires paid with DT-AT Credit card	• 10/11-3/31							DT-AT Credit Card		Start	End					
Winter Savings Tire & Wheel Packages \$80 Prepaid card	With any Winter Tire & Wheel Package paid with DT-AT Credit card	• 10/11-3/31							Winter Savings \$60 Prepaid Mastercard®	With the purchase of any set of winter tires using a DT-AT credit card.	• 10/17-3/31						
DT-AT Credit up to 10% as Prepaid Mastercard®	Existing: 5% on \$400+ New Applicants: 10% on \$199+	• 1/24-1/31							Winter Savings \$80 Prepaid Mastercard®	With any set of 4 winter tire and wheel packages using a DT-AT Credit card.	• 10/17-3/31						
Manufacturer/National		Start	End						DT-AT Credit 5% Instant Savings		• 1/1-1/31						
Goodyear Up To \$75 Prepaid Mastercard®	With the purchase of any set of 4 Goodyear tires.	• 1/1-3/31							Manufacturer/National		Start	End					
DTD Exclusive Flash Sale		Start	End						Goodyear up to \$100 Prepaid Visa® Card	With the purchase of a select set of 4 Goodyear tires.	• 1/1-3/31						
DTD Flash Sale up to \$110	\$12 threshold, can be combined message, web advertising, Email Blast	• 1/12-1/13															
DTD Flash Sale up to \$110	\$12 threshold, can be combined message, web advertising, Email Blast	• 1/25-1/26															