

March 2022

TOTAL TIRES
66,095

TOTAL WHEELS
9,765

TOTAL UNITS
75,860

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27 2/28/21	28 2/1/21 Business day (M) 24 Business day (Y) 49 DTD TIRES WHEELS UNITS 2,619 306 2,925	01 3/2/21 Business day (M) 1 Business day (Y) 50 DTD TIRES WHEELS UNITS 2,784 371 3,155	02 3/3/21 Business day (M) 2 Business day (Y) 51 DTD TIRES WHEELS UNITS 2,193 317 2,510	03 3/4/21 Business day (M) 3 Business day (Y) 52 DTD TIRES WHEELS UNITS 2,248 252 2,500	04 3/5/21 Business day (M) 4 Business day (Y) 53 DTD TIRES WHEELS UNITS 1,883 262 2,145	05 3/6/21 Business day (M) 5 Business day (Y) 54 DTD TIRES WHEELS UNITS 307 66 373
06 3/7/21	07 3/8/21 Business day (M) 6 Business day (Y) 55 DTD TIRES WHEELS UNITS 3,896 520 4,416	08 3/9/21 Business day (M) 7 Business day (Y) 56 DTD TIRES WHEELS UNITS 2,524 348 2,872	09 3/10/21 Business day (M) 8 Business day (Y) 57 DTD TIRES WHEELS UNITS 2,578 352 2,930	10 3/11/21 Business day (M) 9 Business day (Y) 58 DTD TIRES WHEELS UNITS 2,582 373 2,955	11 3/12/21 Business day (M) 10 Business day (Y) 59 DTD TIRES WHEELS UNITS 2,130 285 2,415	12 3/13/21 Business day (M) 11 Business day (Y) 60 DTD TIRES WHEELS UNITS 995 179 1,174
13 3/14/21	14 3/15/21 Business day (M) 12 Business day (Y) 61 DTD TIRES WHEELS UNITS 2,861 521 3,382	15 3/16/21 Business day (M) 13 Business day (Y) 62 DTD TIRES WHEELS UNITS 3,149 500 3,649	16 3/17/21 Business day (M) 14 Business day (Y) 63 DTD TIRES WHEELS UNITS 2,524 374 2,898	17 3/18/21 Business day (M) 15 Business day (Y) 64 DTD TIRES WHEELS UNITS 3,150 562 3,712	18 3/19/21 Business day (M) 16 Business day (Y) 65 DTD TIRES WHEELS UNITS 2,644 374 3,018	19 3/20/21 Business day (M) 17 Business day (Y) 66 DTD TIRES WHEELS UNITS 795 179 974
20 3/21/21	21 3/22/21 Business day (M) 18 Business day (Y) 67 DTD TIRES WHEELS UNITS 3,239 473 3,712	22 3/23/21 Business day (M) 19 Business day (Y) 68 DTD TIRES WHEELS UNITS 3,431 462 3,893	23 3/24/21 Business day (M) 20 Business day (Y) 69 DTD TIRES WHEELS UNITS 2,522 378 2,900	24 3/25/21 Business day (M) 21 Business day (Y) 70 DTD TIRES WHEELS UNITS 2,384 382 2,766	25 3/26/21 Business day (M) 22 Business day (Y) 71 DTD TIRES WHEELS UNITS 1,972 290 2,262	26 3/27/21 Business day (M) 23 Business day (Y) 72 DTD TIRES WHEELS UNITS 475 128 603
27 3/28/21	28 3/29/21 Business day (M) 24 Business day (Y) 73 DTD TIRES WHEELS UNITS 4,276 529 4,805	29 3/30/21 Business day (M) 25 Business day (Y) 74 DTD TIRES WHEELS UNITS 2,778 442 3,220	30 3/31/21 Business day (M) 26 Business day (Y) 75 DTD TIRES WHEELS UNITS 2,526 353 2,879	31 3/1/21 Business day (M) 27 Business day (Y) 76 DTD TIRES WHEELS UNITS 3,249 493 3,742	01 4/2/21 Business day (M) 1 Business day (Y) 77 DTD TIRES WHEELS UNITS 2,168 309 2,477	02 4/3/21 Business day (M) 2 Business day (Y) 78 DTD TIRES WHEELS UNITS 1,197 106 1,303
03 4/4/21	04 4/5/21 Business day (M) 3 Business day (Y) 79 DTD TIRES WHEELS UNITS 2,943 529 3,472	05 4/6/21 Business day (M) 4 Business day (Y) 80 DTD TIRES WHEELS UNITS 3,145 411 3,556	06 4/7/21 Business day (M) 5 Business day (Y) 81 DTD TIRES WHEELS UNITS 2,242 323 2,565	07 4/8/21 Business day (M) 6 Business day (Y) 82 DTD TIRES WHEELS UNITS 2,422 339 2,761	08 4/9/21 Business day (M) 7 Business day (Y) 83 DTD TIRES WHEELS UNITS 2,002 260 2,262	09 4/10/21 Business day (M) 8 Business day (Y) 84 DTD TIRES WHEELS UNITS 543 114 657

Color Key

Lost Day
Holiday
Extra day

March 2021 vs 2022 Promotions

This month we need to average 2,810 units a day in order to beat last years 75,860 total units.

March 2021		March 2022														
		Start	End	Week1 1 - 6	Week2 7 - 13	Week3 14 - 20	Week4 21 - 27	Week5 28 - 31	Start	End	Week1 1 - 5	Week2 6 - 12	Week3 13 - 19	Week4 20 - 26	Week5 27 - 31	
DT/DTD Exclusive & Online Only!									DT/DTD Exclusive & Online Only!							
Bridgestone \$70 Instant Savings With the purchase of any set of 4 Bridgestone tires.		• 3/1-3/14							Militay 10% Instant Savings For active duty military, veterans, spouses and families.		• 5/7 - Ongoing					
Michelin \$70 Instant Savings With the purchase of any set of 4 Michelin tires.		• 3/1-3/14							Pirelli \$70 Instant Savings With the purchase of any set of 4 Pirelli Tires.		• 3/4-3/6					
Cooper \$70 Instant Savings With the purchase of a select set of 4 Cooper tires.		• 3/1-3/14							Michelin \$110 Instant Savings With the purchase of any set of 4 Michelin Tires.		• 3/11-3/13					
FireStone \$70 Prepaid Mastercard® With the purchase of any set of 4 Firestone tires.		• 3/6-3/14							Goodyear \$50 Instant Savings With the purchase of a select set of 4 Goodyear Tires.		• 3/18-3/20					
Goodyear \$50 Prepaid Mastercard® With the purchase of any set of 4 Goodyear tires.		• 3/15-3/28							Yokohama \$70 Instant Savings With the purchase of a set of YK-740, YK-CTX, or ADVAN line tires.		• 3/18-3/20					
Yokohama \$70 Instant Savings With the purchase of any set of 4 Yokohama tires.		• 3/15-3/28							Yokohama \$70 Instant Savings With the purchase of a set of YK-740, YK-CTX, or ADVAN line tires.		• 3/25-3/27					
Pirelli \$70 Prepaid Mastercard® With any set of 4 Cinturato Strada, Strada Sport, or Scorpion Strada tires		• 3/15-3/31							Michelin \$110 Instant Savings With the purchase of any set of 4 Michelin Tires.		• 3/25-3/27					
Car Advise \$50 Instant Savings With the purchase of 4 tires or wheels for Car Advise members.		• 3/19-3/22							DT-AT Credit Card							
Cooper \$70 Instant Savings With the purchase of a select set of 4 Cooper tires.		• 3/29-4/5							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 Card		Start	End						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					
DT-AT Credit Up To \$40 Prepaid Mastercard® Existing: \$30 on \$400+ New Applicants: \$50 on \$199+		• 3/1-3/31							DT-AT Credit 5% Instant Savings On purchases of \$399+ for new and existing card holders		• 3/1-3/31					
Winter Savings \$50 Prepaid Mastercard® With any set of 4 Winter Tires paid with DT-AT Credit card		• 10/11-3/31							Manufacturer/National							
Winter Savings Tire & Wheel Packages \$80 Prepaid card With any Winter Tire & Wheel Package paid with DT-AT Credit card		• 10/11-3/31							Goodyear up to \$100 Prepaid Visa® Card With the purchase of a select set of 4 Goodyear tires.		• 1/1-3/31					
Manufacturer/National		Start	End						General up to \$70 Prepaid Visa® Card With the purchase of a select set of 4 General Tires.		• 3/1-4/30					
Goodyear Up To \$75 Prepaid Mastercard® With the purchase of any set of 4 Goodyear tires.		• 1/1-3/31							Firestone up to \$60 Prepaid Visa® Card With the purchase of a select set of 4 Firestone Tires.		• 3/1-4/18					
General Tire up to \$70 Prepaid Visa® Card With the purchase of a select set of 4 General Tires.		• 3/1-4/30							Bridgestone up to \$90 Prepaid Visa® Card With the purchase of a select set of 4 Bridgestone Tires.		• 3/1-4/18					
Vogue up to \$75 Prepaid Visa® Card With the purchase of a set of 4 Vogue Signature V Black tires.		• 3/1-3/31							Cooper up to \$70 Prepaid Visa® Card With the purchase of a select set of 4 Cooper Tires.		• 3/10-4/4					
Pirelli \$70 Prepaid Visa® Card With the purchase of a select set of 4 Pirelli tires.		• 3/14-4/4							Pirelli \$70 Prepaid Visa® Card With the purchase of a 4 Pirelli Pzero or Scorpion Tires.		• 3/11-4/4					
Cooper up to \$70 Prepaid Visa® Card With the purchase of a select set of 4 Cooper Tires.		• 3/18-4/12							Hankook up to \$80 Prepaid Mastercard® With the purchase of a select set of 4 Hankook Tires.		• 3/21-5/1					
Hankook Up To \$70 Prepaid Mastercard® With the purchase of any set of 4 Hankook tires.		• 3/19-5/8							DTD Exclusive eBay Sale							
DTD Exclusive eBay Sale		Start	End						eBay exclusive up to \$150 instant \$50 on \$250, \$100 on \$450, \$150 on \$750+		• 3/14-3/28					
5% Off Accessories in Cart Promotion With AVS, PRO EAGLE, POWERTANK, or SPOD products.		• 3/2-4/2							5% Off Accessories in Cart Promotion With BAJA, BODY ARMOR, DAYSTAR, or DIODE DYNAMICS products		• 2/15-3/13					
5% Off Accessories in Cart Promotion With DAY STAR, DV8, or VOODOO OFFROAD products		• 3/2-4/2							5% Off Accessories in Cart Promotion With FOX, KC HILITES, PERRY CRAFT, or POISON SPYDER products		• 2/15-3/13					
10% Off Accessories in Cart Promotion With BLACKFIRE, N-FAB, RIGID, or BODY ARMOUR products		• 3/2-4/2							5% Off Accessories in Cart Promotion With POWER TANK, PRO COMP, or PRO EAGLE products		• 2/15-3/13					
10% Off Accessories in Cart Promotion With RACE SPORT LIGHTNING, or SPARE SHIELD products		• 3/2-4/2							5% Off Accessories in Cart Promotion With RUBICON EXPRESS, DV8 or TUFFY SUCURITY products		• 2/15-3/13					
15% Off Accessories in Cart Promotion With EIBACH or MGP products		• 3/2-4/2							10% Off Accessories in Cart Promotion With EIBACH, MGP, OWENS, or RACE SPORT products		• 2/15-3/13					
DTD Exclusive Flash Sale		Start	End						10% Off Accessories in Cart Promotion With READY LIFT, RIGID INDUSTRIES, or RUGGED OFF ROAD products		• 2/15-3/13					
DTD Flash Sale up to \$100 \$12 threshold, can be combined message, web advertising, Email Blast		• 3/1-3/11							DTD Exclusive Flash Sale		Start	End				
									DTD Flash Sale up to \$110 \$15 threshold, can be combined message, web advertising, Email Blast		• 3/7-3/8					