

April 2022

TOTAL TIRES
62,375

TOTAL WHEELS
7,596

TOTAL UNITS
69,971

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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
10 4/11/21	11 4/12/21 Business day (M) 9 Business day (Y) 85 DTD TIRES WHEELS UNITS 3,125 501 3,626	12 4/13/21 Business day (M) 10 Business day (Y) 86 DTD TIRES WHEELS UNITS 3,136 302 3,438	13 4/14/21 Business day (M) 11 Business day (Y) 87 DTD TIRES WHEELS UNITS 2,652 319 2,971	14 4/15/21 Business day (M) 12 Business day (Y) 88 DTD TIRES WHEELS UNITS 3,633 298 3,931	15 4/16/21 GOOD FRIDAY TIRES WHEELS UNITS 2,710 276 2,986	16 4/17/21 Business day (M) 13 Business day (Y) 89 DTD TIRES WHEELS UNITS 1,000 100 1,100
17 4/18/21 EASTER	18 4/19/21 Business day (M) 14 Business day (Y) 90 DTD TIRES WHEELS UNITS 3,105 344 3,449	19 4/20/21 Business day (M) 15 Business day (Y) 91 DTD TIRES WHEELS UNITS 2,924 342 3,266	20 4/21/21 Business day (M) 16 Business day (Y) 92 DTD TIRES WHEELS UNITS 2,580 349 2,929	21 4/22/21 Business day (M) 17 Business day (Y) 93 DTD TIRES WHEELS UNITS 2,247 288 2,535	22 4/23/21 Business day (M) 18 Business day (Y) 94 DTD TIRES WHEELS UNITS 2,048 247 2,295	23 4/24/21 Business day (M) 19 Business day (Y) 95 DTD TIRES WHEELS UNITS 625 129 754
24 4/25/21	25 4/26/21 Business day (M) 20 Business day (Y) 96 DTD TIRES WHEELS UNITS 3,477 346 3,823	26 4/27/21 Business day (M) 21 Business day (Y) 97 DTD TIRES WHEELS UNITS 3,002 316 3,318	27 4/28/21 Business day (M) 22 Business day (Y) 98 DTD TIRES WHEELS UNITS 2,432 281 2,713	28 4/29/21 Business day (M) 23 Business day (Y) 99 DTD TIRES WHEELS UNITS 2,258 223 2,481	29 4/30/21 Business day (M) 24 Business day (Y) 100 DTD TIRES WHEELS UNITS 2,391 246 2,637	30 4/1/21 Business day (M) 25 Business day (Y) 101 DTD TIRES WHEELS UNITS 2,368 298 2,666
01 5/2/21	02 5/3/21 Business day (M) 1 Business day (Y) 102 DTD TIRES WHEELS UNITS 3,274 280 3,554	03 5/4/21 Business day (M) 2 Business day (Y) 103 DTD TIRES WHEELS UNITS 2,729 274 3,003	04 5/5/21 Business day (M) 3 Business day (Y) 104 DTD TIRES WHEELS UNITS 1,998 282 2,280	05 5/6/21 Business day (M) 4 Business day (Y) 105 DTD TIRES WHEELS UNITS 1,971 192 2,163	06 5/7/21 Business day (M) 5 Business day (Y) 106 DTD TIRES WHEELS UNITS 2,035 211 2,246	07 5/8/21 Business day (M) 6 Business day (Y) 107 DTD TIRES WHEELS UNITS 929 69 998

Color Key

Lost Day

Holiday

Extra day

April 2021 vs 2022 Promotions

This month we need to average 2,799 units a day in order to beat last years 69,971 total units.

April 2021										April 2022																	
DT/DTD Exclusive & Online Only!						Start	End	Week1	Week2	Week3	Week4	Week5	DT/DTD Exclusive & Online Only!						Start	End	Week1	Week2	Week3	Week4	Week5		
								1 - 3	4 - 10	11 - 17	18 - 24	25 - 30									1 - 2	3 - 9	10 - 16	17 - 23	24 - 30		
Cooper \$70 Instant Savings With the purchase of a select set of 4 Cooper tires.						•	3/29-4/5						Military 10% Instant Savings For active duty military, veterans, spouses and families.						•	5/7 - Ongoing							
Michelin \$90 Instant Savings With the purchase of any set of 4 Michelin tires.						•	4/1-4/15						My Account & DTD 5% Instant Savings With any purchase when logged into MyAccount.						•	4/8-4/10							
Cooper \$60 Instant Savings With the purchase of a select set of 4 Cooper tires.						•	4/1-4/15						My Account & DTD 5% Instant Savings With any purchase when logged into MyAccount.						•	4/15-4/17							
Pirelli \$70 Instant Savings With the purchase of any set of 4 Strada tires.						•	4/16-4/30						Cooper \$70 Instant Savings With the purchase of a select set of Cooper Tires.						•	4/15-4/17							
DT-AT Credit Card						Start	End							DT-AT Credit Card						Start	End						
DT-AT Credit Up To \$40 Prepaid Mastercard® Existing: \$20 on \$400+ New Applicants: \$40 on \$199+						•	4/1-4/22							DT-AT Credit 5% Instant Savings On purchases of \$399+ for new and existing card holders						•	4/1-4/21						
DT-AT Credit \$50 Spring Savings Event With the purchase of any set of 4 tires or wheels						•	4/23-4/30																				
Manufacturer/National						Start	End							Manufacturer/National						Start	End						
Pirelli \$70 Prepaid Visa® Card With the purchase of a select set of 4 Pirelli tires.						•	3/14-4/4							Hankook up to \$80 Prepaid Mastercard® With the purchase of a select set of 4 Hankook Tires.						•	3/21-5/1						
Cooper up to \$70 Prepaid Visa® Card With the purchase of a select set of 4 Cooper Tires.						•	3/18-4/12						General up to \$70 Prepaid Visa® Card With the purchase of a select set of 4 General Tires.						•	3/1-4/30							
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							
Hankook Up To \$70 Prepaid Mastercard® With the purchase of any set of 4 Hankook tires.						•	3/19-5/8						Firestone up to \$60 Prepaid Visa® Card With the purchase of a select set of 4 Firestone Tires.						•	3/1-4/18							
Yokohama Tire up to \$80 Prepaid Visa® Card With the purchase of a select set of 4 Yokohama Tires.						•	4/1-5/2						Cooper up to \$70 Prepaid Visa® Card With the purchase of a select set of 4 Cooper Tires.						•	3/10-4/4							
Bridgestone Up To \$70 Visa® Card With the purchase of a select set of 4 Bridgestone tires.						•	4/1-4/30						Pirelli \$70 Prepaid Visa® Card With the purchase of a 4 Pirelli Pzero or Scorpion Tires.						•	3/11-4/3							
Mickey Thompson \$100 Prepaid Visa® Card With the purchase of a select set of 4 Mickey Thompson truck tires.						•	4/1-5/15						Goodyear up to \$75 Prepaid Card With the purchase of select sets of 4 Goodyear Tires.						•	4/1-6/30							
Goodyear Up To \$75 Prepaid Mastercard® With the purchase of any set of 4 Goodyear tires.						•	4/1-6/30																				
DTD Exclusive eBay Sale						Start	End							DTD Exclusive eBay Sale						Start	End						
5% Off Accessories in Cart Promotion With AVS, PRO EAGLE, POWERTANK, or SPOD products.						•	4/2-5/2						5% Off Accessories in Cart Promotion With HUSKY LINERS products						•	4/1-4/15							
5% Off Accessories in Cart Promotion With DAY STAR, DV8, or VOODOO OFFROAD products						•	4/2-5/2						5% Off Accessories in Cart Promotion With BAJA, BODY ARMOR, DAYSTAR, DIODE DYNAMICS products						•	4/1-5/3							
10% Off Accessories in Cart Promotion With BLACKFIRE, N-FAB, RIGID, or BODY ARMOUR products						•	4/2-5/2						5% Off Accessories in Cart Promotion With DV8, FOX, KC HILITES, PERRY CRAFT, POISON SPYDER products						•	4/1-5/3							
10% Off Accessories in Cart Promotion With RACE SPORT LIGHTNING, or SPARE SHIELD products						•	4/2-5/2						5% Off Accessories in Cart Promotion With PRO COMP, PRO EAGLE, RUBICON EXPRESS or TUFFY SECURITY						•	4/1-5/3							
15% Off Accessories in Cart Promotion With EIBACH or MGP products						•	4/2-5/2						10% Off Accessories in Cart Promotion With EIBACH, MGP, OWENS, RACE SPORT, READY LIFT products						•	4/1-5/3							
DTD Exclusive Flash Sale						Start	End							10% Off Accessories in Cart Promotion						Start	End						
DTD Flash Sale up to \$100 \$12 threshold, can be combined message, web advertising, Email Blast						•	4/12-4/15						With RIGID INDUSTRIES, or RUGGED OFF ROAD products						•	4/1-5/3							
DTD Flash Sale up to \$100 \$12 threshold, can be combined message, web advertising						•	4/19-4/22						Eibach MAP HOLIDAY 10% Below MAP Sale						•	4/1-4/8							
DTD Flash Sale up to \$100 \$12 threshold, can be combined message, web advertising, Email Blast						•	4/26-4/29																				