

# May 2022

TOTAL TIRES  
54,037

TOTAL WHEELS  
5,513

TOTAL UNITS  
59,550

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>01</b> 5/2/21 <div></div>	<b>02</b> 5/3/21 Business day (M) 1 Business day (Y) 102 <div>                         DTD                          TIRES WHEELS UNITS                          3,274 280 3,554                     </div>	<b>03</b> 5/4/21 Business day (M) 2 Business day (Y) 103 <div>                         DTD                          TIRES WHEELS UNITS                          2,729 274 3,003                     </div>	<b>04</b> 5/5/21 Business day (M) 3 Business day (Y) 104 <div>                         DTD                          TIRES WHEELS UNITS                          1,998 282 2,280                     </div>	<b>05</b> 5/6/21 Business day (M) 4 Business day (Y) 105 <div>                         DTD                          TIRES WHEELS UNITS                          1,971 192 2,163                     </div>	<b>06</b> 5/7/21 Business day (M) 5 Business day (Y) 106 <div>                         DTD                          TIRES WHEELS UNITS                          2,035 211 2,246                     </div>	<b>07</b> 5/8/21 Business day (M) 6 Business day (Y) 107 <div>                         DTD                          TIRES WHEELS UNITS                          929 69 998                     </div>
<b>08</b> 5/9/21 <div></div>	<b>09</b> 5/10/21 Business day (M) 7 Business day (Y) 108 <div>                         DTD                          TIRES WHEELS UNITS                          3,681 302 3,983                     </div>	<b>10</b> 5/11/21 Business day (M) 8 Business day (Y) 109 <div>                         DTD                          TIRES WHEELS UNITS                          3,266 305 3,571                     </div>	<b>11</b> 5/12/21 Business day (M) 9 Business day (Y) 110 <div>                         DTD                          TIRES WHEELS UNITS                          2,578 281 2,859                     </div>	<b>12</b> 5/13/21 Business day (M) 10 Business day (Y) 111 <div>                         DTD                          TIRES WHEELS UNITS                          1,846 233 2,079                     </div>	<b>13</b> 5/14/21 Business day (M) 11 Business day (Y) 112 <div>                         DTD                          TIRES WHEELS UNITS                          1,957 233 2,190                     </div>	<b>14</b> 5/15/21 Business day (M) 12 Business day (Y) 113 <div>                         DTD                          TIRES WHEELS UNITS                          658 51 709                     </div>
<b>15</b> 5/16/21 <div></div>	<b>16</b> 5/17/21 Business day (M) 13 Business day (Y) 114 <div>                         DTD                          TIRES WHEELS UNITS                          2,792 402 3,194                     </div>	<b>17</b> 5/18/21 Business day (M) 14 Business day (Y) 115 <div>                         DTD                          TIRES WHEELS UNITS                          2,022 242 2,264                     </div>	<b>18</b> 5/19/21 Business day (M) 15 Business day (Y) 116 <div>                         DTD                          TIRES WHEELS UNITS                          1,693 238 1,931                     </div>	<b>19</b> 5/20/21 Business day (M) 16 Business day (Y) 117 <div>                         DTD                          TIRES WHEELS UNITS                          1,729 202 1,931                     </div>	<b>20</b> 5/21/21 Business day (M) 17 Business day (Y) 118 <div>                         DTD                          TIRES WHEELS UNITS                          2,378 177 2,555                     </div>	<b>21</b> 5/22/21 Business day (M) 18 Business day (Y) 119 <div>                         DTD                          TIRES WHEELS UNITS                          823 54 877                     </div>
<b>22</b> 5/23/21 <div></div>	<b>23</b> 5/24/21 Business day (M) 19 Business day (Y) 120 <div>                         DTD                          TIRES WHEELS UNITS                          3,390 304 3,694                     </div>	<b>24</b> 5/25/21 Business day (M) 20 Business day (Y) 121 <div>                         DTD                          TIRES WHEELS UNITS                          3,867 291 4,158                     </div>	<b>25</b> 5/26/21 Business day (M) 21 Business day (Y) 122 <div>                         DTD                          TIRES WHEELS UNITS                          2,647 284 2,931                     </div>	<b>26</b> 5/27/21 Business day (M) 22 Business day (Y) 123 <div>                         DTD                          TIRES WHEELS UNITS                          2,170 293 2,463                     </div>	<b>27</b> 5/28/21 Business day (M) 23 Business day (Y) 124 <div>                         DTD                          TIRES WHEELS UNITS                          1,974 185 2,159                     </div>	<b>28</b> 5/29/21 Business day (M) 24 Business day (Y) 125 <div>                         DTD                          TIRES WHEELS UNITS                          830 63 893                     </div>
<b>29</b> 5/30/21 <div></div>	<b>30</b> 5/31/21 <div>MEMORIAL DAY</div>	<b>31</b> 5/1/21 Business day (M) 25 Business day (Y) 126 <div>                         DTD                          TIRES WHEELS UNITS                          800 65 865                     </div>	<b>01</b> 6/2/21 Business day (M) 1 Business day (Y) 127 <div>                         DTD                          TIRES WHEELS UNITS                          3,788 345 4,133                     </div>	<b>02</b> 6/3/21 Business day (M) 2 Business day (Y) 128 <div>                         DTD                          TIRES WHEELS UNITS                          3,259 262 3,521                     </div>	<b>03</b> 6/4/21 Business day (M) 3 Business day (Y) 129 <div>                         DTD                          TIRES WHEELS UNITS                          2,091 185 2,276                     </div>	<b>04</b> 6/5/21 Business day (M) 4 Business day (Y) 130 <div>                         DTD                          TIRES WHEELS UNITS                          530 73 603                     </div>
<b>05</b> 6/6/21 <div></div>	<b>06</b> 6/7/21 Business day (M) 5 Business day (Y) 131 <div>                         DTD                          TIRES WHEELS UNITS                          2,818 309 3,127                     </div>	<b>07</b> 6/8/21 Business day (M) 6 Business day (Y) 132 <div>                         DTD                          TIRES WHEELS UNITS                          2,798 304 3,102                     </div>	<b>08</b> 6/9/21 Business day (M) 7 Business day (Y) 133 <div>                         DTD                          TIRES WHEELS UNITS                          2,266 275 2,541                     </div>	<b>09</b> 6/10/21 Business day (M) 8 Business day (Y) 134 <div>                         DTD                          TIRES WHEELS UNITS                          1,771 213 1,984                     </div>	<b>10</b> 6/11/21 Business day (M) 9 Business day (Y) 135 <div>                         DTD                          TIRES WHEELS UNITS                          1,678 219 1,897                     </div>	<b>11</b> 6/12/21 Business day (M) 10 Business day (Y) 136 <div>                         DTD                          TIRES WHEELS UNITS                          708 84 792                     </div>

Color Key

Lost Day

Holiday

Extra day

# May 2021 vs 2022 Promotions

This month we need to average 2,382 units a day in order to beat last years 59,550 total units.

May 2021						
		Week1	Week2	Week3	Week4	Week5
DT/DTD Exclusive & Online Only!		1 - 1	2 - 8	9 - 15	16 - 22	23 - 31
<b>Michelin \$110 Instant Savings</b> With the purchase of any set of 4 Michelin tires.	• 5/1-5/9					
<b>Firestone \$70 Instant Savings</b> With 4 Destination (A/T2, M/T2, X/T) or Weathergrip tires	• 5/1-5/12					
<b>Cooper \$70 Instant Savings</b> With 4 Discoverer (ATP, ATPII, HTP, HTPII) tires	• 5/1-5/15					
<b>Car Advise \$50 Instant Savings</b> With the purchase of 4 tires or wheels for Car Advise members.	• 5/16-5/22					
<b>Goodyear \$50 Instant Savings</b> With the purchase of any 4 Goodyear tires.	• 5/16-5/27					
<b>Vogue up to \$75 Prepaid Visa® Card</b> With 4 Vogue Signature V Black tires and/or Bogue Custom wheels.	• 5/17-5/31					
<b>Memorial Day Event</b> 0	• 5/23-5/31					
DT-AT Credit Card		Start	End			
<b>DT-AT Credit Up To \$40 Prepaid Mastercard®</b> Existing: \$30 on \$400+ New Applicants: \$50 on \$199+	• 5/1-5/22					
<b>Memorial Day Evetn = DT-AT Credit</b> 0	• 5/23-5/31					
Manufacturer/National		Start	End			
<b>Yokohama Tire up to \$80 Prepaid Visa® Card</b> With the purchase of a select set of 4 Yokohama Tires.	• 4/1-5/2					
<b>Hankook Up To \$70 Prepaid Mastercard®</b> With the purchase of any set of 4 Hankook tires.	• 3/19-5/8					
<b>Bridgestone Up To \$120 Visa® Card</b> With the purchase of a select set of 4 Bridgestone tires.	• 4/1-5/12					
<b>Mickey Thompson \$100 Prepaid Visa® Card</b> With the purchase of a select set of 4 Mickey Thompson truck tires.	• 4/1-5/15					
<b>Firestone \$60/\$100 Visa® Card</b> With the purchase of any set of 4 Firestone tires.	• 5/13-7/8					
<b>Goodyear Up To \$75 Prepaid Mastercard®</b> With the purchase of any set of 4 Goodyear tires.	• 4/1-6/30					
DTD Exclusive eBay Sale		Start	End			
<b>5% Off Accessories in Cart Promotion</b> With AVS, PRO EAGLE, POWER TANK, or SPOD products.	• 5/1-6/1					
<b>5% Off Accessories in Cart Promotion</b> With DAY STAR, DV8, or VOOODOO OFFROAD products	• 5/1-6/1					
<b>5% Off Accessories in Cart Promotion</b> With EIBACH or MGP products	• 5/1-5/24					
<b>10% Off Accessories in Cart Promotion</b> With BLACKFIRE, N-FAB, RIGID, or BODY ARMOUR products	• 5/1-6/1					
<b>10% Off Accessories in Cart Promotion</b> With RACE SPORT LIGHTNING, or SPARE SHIELD products	• 5/1-6/1					
<b>15% Off Accessories in Cart Promotion</b> With EIBACH or MGP products	• 5/24-6/1					
DTD Exclusive Flash Sale		Start	End			
<b>DTD Flash Sale up to \$110</b> \$12 threshold, can be combined message, web advertising, Email Blast	• 5/7-5/11					
<b>DTD Flash Sale up to \$100</b> \$12 threshold, can be combined message, web advertising, Email Blast	• 5/21-5/25					

May 2022						
		Week1	Week2	Week3	Week4	Week5
DT/DTD Exclusive & Online Only!		1 - 7	8 - 14	15 - 21	22 - 28	29 - 31
<b>Military 5% Instant Savings</b> For active duty military, veterans, spouses and families.	• 5/7 - Ongoing					
<b>Michelin \$110 Instant Savings</b> With the purchase of any set of 4 Michelin tires. Online only.	• 4/11-5/17					
<b>BFG \$110 Instant Savings</b> With the purchase of select sets of BFG truck tires. Online only.	• 5/6-5/8					
<b>CarAdvise \$50 Instant Savings</b> With a purchase of set of 4 tires or wheels for CarAdvise members.	• 5/16-5/18					
<b>BFG \$110 Instant Savings</b> With the purchase of select sets of BFG truck tires. Online only.	• 5/20-5/22					
DT-AT Credit Card		Start	End			
<b>DT-AT Credit 5% Instant Savings</b> On purchases of \$399+ for new and existing card holders	• 5/1-5/31					
Manufacturer/National		Start	End			
<b>Goodyear up to \$75 Prepaid Card</b> With the purchase of select sets of 4 Goodyear Tires.	• 4/1-6/30					
<b>Mickey Thompson up to \$100 Prepaid Visa® Card</b> With a purchase of select sets of 4 Mickey Thompson tires.	• 4/1-5/15					
<b>Bridgestone up to \$90 Prepaid Visa® Card</b> With the purchase of a select set of 4 Bridgestone Tires.	• 5/1-5/31					
<b>Firestone up to \$60 Prepaid Visa® Card</b> With the purchase of a select set of 4 Firestone Tires.	• 5/23-7/5					
<b>Cooper up to \$70 Prepaid Visa® Card</b> With the purchase of a select set of 4 Cooper Tires.	• 5/26-7/5					
DTD Exclusive eBay Sale		Start	End			
<b>5% Off Accessories in Cart Promotion</b> With HUSKY LINERS or Power Tank products	• 5/3-6/3					
<b>5% Off Accessories in Cart Promotion</b> With BAJA, BODY ARMOR, DAYSTAR, DIODE DYNAMICS products	• 5/3-6/3					
<b>5% Off Accessories in Cart Promotion</b> With DV8, FOX, KC HILITES, PERRY CRAFT, POISON SPYDER products	• 5/3-6/3					
<b>5% Off Accessories in Cart Promotion</b> With PRO COMP, PRO EAGLE, RUBICON EXPRESS or TUFFY SECURITY	• 5/3-6/3					
<b>10% Off Accessories in Cart Promotion</b> With EIBACH, MGP, OWENS, RACE SPORT, READY LIFT products	• 5/3-6/3					
<b>10% Off Accessories in Cart Promotion</b> With RIGID INDUSTRIES, or RUGGED OFF ROAD products	• 5/3-6/3					
<b>3% Promoted Listings</b> With Better & Best Tire and Wheel products	• 5/3-6/3					
DTD Exclusive Flash Sale		Start	End			
<b>DTD Flash Sale up to \$110</b> \$15 threshold, can be combined message, web advertising, Email Blast	• 5/9-5/10					