

May 2022

TOTAL TIRES
54,037

TOTAL WHEELS
5,513

TOTAL UNITS
59,550

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

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		May 2022													
DT/TD Exclusive & Online Only!		Start	End	Week1	Week2	Week3	Week4	Week5	Start	End	Week1	Week2	Week3	Week4	Week5
Michelin \$110 Instant Savings	With the purchase of any set of 4 Michelin tires.	• 5/1-5/9							• 5/7-5/17						
Firestone \$70 Instant Savings	With 4 Destination (A/T2, M/T2, X/T) or Weathergrip tires	• 5/1-5/12							• 5/7-5/17						
Cooper \$70 Instant Savings	With 4 Discoverer (ATP, ATPII, HTP, HTPII) tires	• 5/1-5/15							• 5/6-5/8						
Car Advise \$50 Instant Savings	With the purchase of 4 tires or wheels for Car Advise members.	• 5/16-5/22							• 5/16-5/18						
Goodyear \$50 Instant Savings	With the purchase of any 4 Goodyear tires.	• 5/16-5/27							• 5/20-5/22						
Vogue up to \$75 Prepaid Visa® Card	With 4 Vogue Signature V Black tires and/or Bogue Custom wheels.	• 5/17-5/31							DT-AT Credit Card	Start	End				
Memorial Day Event	0	• 5/23-5/31							• 5/1-5/31						
DT-AT Credit Card	Start	End							Manufacturer/National	Start	End				
DT-AT Credit Up To \$40 Prepaid Mastercard®	Existing: \$30 on \$400+ New Applicants: \$50 on \$199+	• 5/1-5/22							Goodyear up to \$75 Prepaid Card	Start	End				
Memorial Day Event = DT-AT Credit	0	• 5/23-5/31							Mickey Thompson up to \$100 Prepaid Visa® Card	Start	End				
Manufacturer/National	Start	End							Bridgestone up to \$90 Prepaid Visa® Card	Start	End				
Yokohama Tire up to \$80 Prepaid Visa® Card	With the purchase of a select set of 4 Yokohama Tires.	• 4/1-5/2							Firestone up to \$60 Prepaid Visa® Card	Start	End				
Hankook Up To \$70 Prepaid Mastercard®	With the purchase of any set of 4 Hankook tires.	• 3/19-5/8							Cooper up to \$70 Prepaid Visa® Card	Start	End				
Bridgestone Up To \$120 Visa® Card	With the purchase of a select set of 4 Bridgestone tires.	• 4/1-5/12							DTD Exclusive eBay Sale	Start	End				
Mickey Thompson \$100 Prepaid Visa® Card	With the purchase of a select set of 4 Mickey Thompson truck tires.	• 4/1-5/15							5% Off Accessories in Cart Promotion	Start	End				
Firestone \$60/\$100 Visa® Card	With the purchase of any set of 4 Firestone tires.	• 5/13-7/8							With HUSKY LINERS or Power Tank products	• 5/3-6/3					
Goodyear Up To \$75 Prepaid Mastercard®	With the purchase of any set of 4 Goodyear tires.	• 4/1-6/30							5% Off Accessories in Cart Promotion	Start	End				
DTD Exclusive eBay Sale	Start	End							With BAJA, BODY ARMOR, DAYSTAR, DIODE DYNAMICS products	• 5/3-6/3					
5% Off Accessories in Cart Promotion	With AVS, PRO EAGLE, POWER TANK, or SPOD products.	• 5/1-6/1							5% Off Accessories in Cart Promotion	Start	End				
5% Off Accessories in Cart Promotion	With DAY STAR, DV8, or VOOODOO OFFROAD products	• 5/1-6/1							With DV8, FOX, KC HILITES, PERRY CRAFT, POISON SPYDER products	• 5/3-6/3					
5% Off Accessories in Cart Promotion	With EIBACH or MGP products	• 5/1-5/24							5% Off Accessories in Cart Promotion	Start	End				
10% Off Accessories in Cart Promotion	With BLACKFIRE, N-FAB, RIGID, or BODY ARMOUR products	• 5/1-6/1							With PRO COMP, PRO EAGLE, RUBICON EXPRESS or TUFFY SECURITY	• 5/3-6/3					
10% Off Accessories in Cart Promotion	With RACE SPORT LIGHTNING, or SPARE SHIELD products	• 5/1-6/1							10% Off Accessories in Cart Promotion	Start	End				
15% Off Accessories in Cart Promotion	With EIBACH or MGP products	• 5/21-6/1							With RIGID INDUSTRIES, or RUGGED OFF ROAD products	• 5/3-6/3					
DTD Exclusive Flash Sale	Start	End							3% Promoted Listings	Start	End				
DTD Flash Sale up to \$110	\$12 threshold, can be combined message, web advertising, Email Blast	• 5/7-5/11							With Better & Best Tire and Wheel products	• 5/3-6/3					
DTD Flash Sale up to \$100	\$12 threshold, can be combined message, web advertising, Email Blast	• 5/21-5/25							DTD Exclusive Flash Sale	Start	End				