

# December 2021

December 2021				TOTAL TIRES 53,149			TOTAL WHEELS 5,866			TOTAL UNITS 59,015			
Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
28 11/29/20		29 11/30/20 Business day (M) 24 Business day (Y) 280 DTD TIRES WHEELS UNITS 4,613 349 4,962		30 11/1/20 Business day (M) 25 Business day (Y) 281 EXTRA DAY		01 12/2/20 Business day (M) 1 Business day (Y) 282 DTD TIRES WHEELS UNITS 2,730 305 3,035		02 12/3/20 Business day (M) 2 Business day (Y) 283 DTD TIRES WHEELS UNITS 2,018 255 2,273		03 12/4/20 Business day (M) 3 Business day (Y) 284 DTD TIRES WHEELS UNITS 1,817 245 2,062		04 12/5/20 Business day (M) 4 Business day (Y) 285 DTD TIRES WHEELS UNITS 775 87 862	
05 12/6/20		06 12/7/20 Business day (M) 5 Business day (Y) 286 DTD TIRES WHEELS UNITS 2,716 321 3,037		07 12/8/20 Business day (M) 6 Business day (Y) 287 DTD TIRES WHEELS UNITS 1,965 307 2,272		08 12/9/20 Business day (M) 7 Business day (Y) 288 DTD TIRES WHEELS UNITS 2,081 233 2,314		09 12/10/20 Business day (M) 8 Business day (Y) 289 DTD TIRES WHEELS UNITS 1,741 242 1,983		10 12/11/20 Business day (M) 9 Business day (Y) 290 DTD TIRES WHEELS UNITS 1,671 208 1,879		11 12/12/20 Business day (M) 10 Business day (Y) 291 DTD TIRES WHEELS UNITS 622 70 692	
12 12/13/20		13 12/14/20 Business day (M) 11 Business day (Y) 292 DTD TIRES WHEELS UNITS 2,954 359 3,313		14 12/15/20 Business day (M) 12 Business day (Y) 293 DTD TIRES WHEELS UNITS 2,668 228 2,896		15 12/16/20 Business day (M) 13 Business day (Y) 294 DTD TIRES WHEELS UNITS 2,935 237 3,172		16 12/17/20 Business day (M) 14 Business day (Y) 295 DTD TIRES WHEELS UNITS 2,640 270 2,910		17 12/18/20 Business day (M) 15 Business day (Y) 296 DTD TIRES WHEELS UNITS 2,075 200 2,275		18 12/19/20 Business day (M) 16 Business day (Y) 297 DTD TIRES UNITS -4 -4	
19 12/20/20		20 12/21/20 Business day (M) 17 Business day (Y) 298 DTD TIRES WHEELS UNITS 3,173 440 3,613		21 12/22/20 Business day (M) 18 Business day (Y) 299 DTD TIRES WHEELS UNITS 2,552 283 2,835		22 12/23/20 Business day (M) 19 Business day (Y) 300 DTD TIRES WHEELS UNITS 1,433 189 1,622		23 12/26/20 Business day (M) 20 Business day (Y) 301 DTD TIRES WHEELS UNITS 637 110 747		24 12/24/20 CHRISTMAS EVE TIRES WHEELS UNITS 476 74 550		25 12/25/20 CHRISTMAS DAY	
26 12/27/20		27 12/28/20 Business day (M) 21 Business day (Y) 302 DTD TIRES WHEELS UNITS 3,002 275 3,277		28 12/29/20 Business day (M) 22 Business day (Y) 303 DTD TIRES WHEELS UNITS 3,205 262 3,467		29 12/30/20 Business day (M) 23 Business day (Y) 304 DTD TIRES WHEELS UNITS 2,108 157 2,265		30 12/31/20 Business day (M) 24 Business day (Y) 305 DTD TIRES WHEELS UNITS 1,606 219 1,825		31 12/1/20 Business day (M) 25 Business day (Y) 306 DTD TIRES WHEELS UNITS 3,553 290 3,843		01 1/1/21	
02 1/3/21		03 1/4/21 Business day (M) 1 Business day (Y) 1 DTD TIRES WHEELS UNITS 3,018 442 3,460		04 1/5/21 Business day (M) 2 Business day (Y) 2 DTD TIRES WHEELS UNITS 2,573 332 2,905		05 1/6/21 Business day (M) 3 Business day (Y) 3 DTD TIRES WHEELS UNITS 1,907 309 2,216		06 1/7/21 Business day (M) 4 Business day (Y) 4 DTD TIRES WHEELS UNITS 1,803 274 2,077		07 1/8/21 Business day (M) 5 Business day (Y) 5 DTD TIRES WHEELS UNITS 1,675 254 1,929		08 1/9/21 Business day (M) 6 Business day (Y) 6 DTD TIRES WHEELS UNITS 801 56 857	

Color Key

Lost Day

Holiday

Extra day

# December 2020 vs 2021 Promotions

This month we need to average 2,361 units a day in order to beat last years 59,015 total units.

December 2020									
DT/DTD Exclusive		Start	End	Week1	Week2	Week3	Week4	Week5	
				1 - 5	6 - 12	13 - 19	20 - 26	27 - 31	
<b>Continental \$70 Prepaid Card</b> With 4 Contact Sport A/S, Tour A/S, Tour A/S+, or Sport SRS tires.		•	12/1–12/7						
<b>Michelin \$70 Prepaid Card</b> With the purchase of any set of 4 Michelin tires.		•	12/1–12/14						
<b>Vogue up to \$125 Prepaid Card</b> With the purchase of 4 Signature V Black tires or Custom Wheels.		•	12/14–12/31						
<b>Bridgestone \$70 Prepaid Card</b> With the purchase of any set of 4 Bridgestone tires.		•	12/18–12/27						
<b>Goodyear \$50 Prepaid Card</b> With the purchase of any set of 4 Goodyear tires.		•	12/22–12/31						
<b>60th Anniversary Sweepstakes</b> Win prizes through the end of the year! Info on KC Promotion Page.		•	7/1–12/31						
DT-AT Credit Card		Start	End						
<b>DT–AT Credit up to \$40 Prepaid Mastercard®</b> Existing: \$20 on \$400+ New Applicants: \$40 on \$199+		•	12/1–12/31						
<b>Winter Savings \$50 Prepaid Mastercard®</b> With any set of 4 Winter Tires paid with DT-AT Credit card		•	10/11–3/31						
<b>Winter Savings Tire &amp; Wheel Packages \$80 Prepaid card</b> With any Winter Tire & Wheel Package paid with DT-AT Credit card		•	10/11–3/31						
Manufacturer/National		Start	End						
<b>Pirelli \$70 Visa® Prepaid Card</b> With the purchase of a select set of 4 Pirelli Cinturato or Scorpion tires.		•	10/30–12/13						
<b>Hankook Winter Up To \$70 Prepaid Mastercard®</b> With the purchase of a select set of 4 Hankook winter tires.		•	11/10–12/20						
<b>Goodyear Up To \$75 Prepaid Mastercard®</b> With the purchase of any set of 4 Goodyear tires.		•	10/1–12/31						
DTD Exclusive Flash Sale		Start	End						
<b>DTD Flash Sale up to \$100</b> \$22 threshold. Home page can be combined message. Email Blast		•	12/15–12/16						
<b>DTD Flash Sale up to \$100</b> \$22 threshold. Home page can be combined message. Email Blast		•	12/28–12/29						

December 2021									
DT/DTD Exclusive & Online Only!		Start	End	Week1	Week2	Week3	Week4	Week5	
				1 - 4	5 - 11	12 - 18	19 - 25	26 - 31	
<b>Militay 10% Instant Savings</b> For active duty military, veterans, spouses and families.		•	5/7–Ongoing						
<b>ADA Tour De Cure \$50 Instant Savings Fundraising Event</b> With the purchase of any set of 4 tires or wheels.		•	8/19–12/31						
<b>LeasePlan Employees \$50 Instant Savings</b> With the purchase of any set of 4 tires or wheels.		•	12/1–1/15						
<b>Cooper \$70 Instant Savings</b> With the purchase of a select set of 4 Cooper Tires.		•	12/1–12/12						
<b>Michelin \$110 Instant Savings</b> With the purchase of any set of 4 Michelin tires.		•	12/10–12/12						
<b>Vogue up to a \$125 Visa® Card</b> With the purchase of a set of 4 Vogue Signature V Black tires or Vogue		•	12/15–12/31						
<b>Firestone \$60 Instant Savings</b> With the purchase of a select set of 4 Firestone Tires.		•	12/17–12/19						
<b>Bridgestone \$70 Instant Savings</b> With the purchase of any set of 4 Bridgestone tires.		•	12/17–12/19						
<b>Yokohama \$70 Instant Savings</b> With the purchase of a select set of 4 Yokohama Tires.		•	12/17–12/19						
<b>Holiday Savings Instant</b> Details Coming Soon		•	12/24–12/31						
DT-AT Credit Card		Start	End						
<b>DT–AT Credit \$60 Prepaid Mastercard®</b> With the purchase of any set of tires or wheels using a DT-AT credit card.		•	12/1–12/31						
<b>Winter Savings \$60 Prepaid Mastercard®</b> With the purchase of any set of winter tires using a DT-AT credit card.		•	10/17–3/31						
<b>Winter Savings \$80 Prepaid Mastercard®</b> With any set of 4 winter tire and wheel packages using a DT-AT Credit		•	10/17–3/31						
<b>Winter Tire &amp; Wheel Instant Savings</b> Details Coming Soon		•	12/17–12/19						
DTD Exclusive Flash Sale		Start	End						
<b>DTD Flash Sale up to \$110</b> \$15 threshold, can be combined message, web advertising, Email Blast		•	12/13–12/14						