

November 2021

TOTAL TIRES
52,846

TOTAL WHEELS
5,674

TOTAL UNITS
58,520

Sunday				Monday				Tuesday				Wednesday				Thursday				Friday				Saturday			
3110/1/20				0111/2/20				0211/3/20				0311/4/20				0411/5/20				0511/6/20				0611/7/20			
<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>2,4192922,711</div> <div>LOST DAY</div>				Business day (M) 1				Business day (M) 2				Business day (M) 3				Business day (M) 4				Business day (M) 5				Business day (M) 6			
				Business day (Y) 257				Business day (Y) 258				Business day (Y) 259				Business day (Y) 260				Business day (Y) 261				Business day (Y) 262			
				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>3,1553833,538</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>2,5772302,807</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>1,7422261,968</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>1,5801911,771</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>1,4051621,567</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>68473757</div>			
0711/8/20				0811/9/20				0911/10/20				1011/11/20				1111/12/20				1211/13/20				1311/14/20			
				Business day (M) 7				Business day (M) 8				Business day (M) 9				Business day (M) 10				Business day (M) 11				Business day (M) 12			
				Business day (Y) 263				Business day (Y) 264				Business day (Y) 265				Business day (Y) 266				Business day (Y) 267				Business day (Y) 268			
				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>2,9573263,283</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>2,7241942,918</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>2,3932372,630</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>2,0572092,266</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>1,9742542,228</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>42390513</div>			
1411/15/20				1511/16/20				1611/17/20				1711/18/20				1811/19/20				1911/20/20				2011/21/20			
				Business day (M) 13				Business day (M) 14				Business day (M) 15				Business day (M) 16				Business day (M) 17				Business day (M) 18			
				Business day (Y) 269				Business day (Y) 270				Business day (Y) 271				Business day (Y) 272				Business day (Y) 273				Business day (Y) 274			
				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>3,2433773,620</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>2,9683303,298</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>2,2262472,473</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>1,8382312,069</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>1,6172091,826</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>65178729</div>			
2111/22/20				2211/23/20				2311/24/20				2411/25/20				2511/26/20				2611/27/20				2711/28/20			
				Business day (M) 19				Business day (M) 20				Business day (M) 21				THANKSGIVING				Business day (M) 22				Business day (M) 23			
				Business day (Y) 275				Business day (Y) 276				Business day (Y) 277								Business day (Y) 278				Business day (Y) 279			
				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>2,9943253,319</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>2,2332782,511</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>1,8302252,055</div>								<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>3,2493543,603</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>1,713961,809</div>			
2811/29/20				2911/30/20				3011/1/20				0112/2/20				0212/3/20				0312/4/20				0412/5/20			
				Business day (M) 24				Business day (M) 25				Business day (M) 1				Business day (M) 2				Business day (M) 3				Business day (M) 4			
				Business day (Y) 280				Business day (Y) 281				Business day (Y) 282				Business day (Y) 283				Business day (Y) 284				Business day (Y) 285			
				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>4,6133494,962</div>				EXTRA DAY				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>2,7303053,035</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>2,0182552,273</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>1,8172452,062</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>77587862</div>			
0512/6/20				0612/7/20								0712/8/20				0812/9/20				0912/10/20				1012/11/20			
				Business day (M) 5				Business day (M) 6				Business day (M) 7				Business day (M) 8				Business day (M) 9				Business day (M) 10			
				Business day (Y) 286				Business day (Y) 287				Business day (Y) 288				Business day (Y) 289				Business day (Y) 290				Business day (Y) 291			
				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>2,7163213,037</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>1,9653072,272</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>2,0812332,314</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>1,7412421,983</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>1,6712081,879</div>				<div>DTD</div> <div>TIRESWHEELSUNITS</div> <div>62270692</div>			

Color Key

Lost Day

Holiday

November 2020 vs 2021 Promotions

This month we need to average 2,341 units a day in order to beat last years 58,520 total units.

November 2020										November 2021									
			Week1	Week2	Week3	Week4	Week5				Week1	Week2	Week3	Week4	Week5				
DT/DTD Exclusive			Start	End	1-7	8-14	15-21	22-28	29-30	DT/DTD Exclusive & Online Only!			Start	End	1-6	7-13	14-20	21-27	28-30
Goodyear \$50 Prepaid Mastercard® With the purchase of any set of 4 Goodyear tires.			• 11/1 – 11/14							Military 10% Instant Savings For active duty military, veterans, spouses and families.			• 5/7 – Ongoing						
Falken \$60 Prepaid Mastercard® With the purchase of a set of 4 Falken Wildpeak A/T Trail tires.			• 10/18 – 11/21							ADA Tour De Cure \$50 Instant Savings Fundraising Event With the purchase of any set of 4 tires or wheels.			• 8/19 – 12/31						
Early Black Friday Pirelli Instant Savings 10% Instant Savings with purchase of 4 Pirelli Strada tires.			• 11/1 – 11/7							Yokohama \$70 Instant Savings With the purchase of a select set of 4 Yokohama Tires.			• 11/5 – 11/7						
Early Black Friday Michelin Instant Savings 10% Instant Savings with purchase of any set of 4 Michelin tires.			• 11/8 – 11/14							Bridgestone \$110 Instant Savings With the purchase of any set of 4 Bridgestone tires.			• 11/5 – 11/7						
Early Black Friday Bridgestone-Firestone Instant Savings 10% Instant Savings with select 4 Bridgestone/Firestone tires.			• 11/15 – 11/21							CarAdvise \$50 Instant Savings With the purchase of any set of 4 tires or wheels for CarAdvise members.			• 11/5 – 11/7						
Black Friday & Cyber Monday Yokohama Instant Savings 10% Instant Savings with purchase of 4 YK740 or YK HTX tires.			• 11/22 – 11/30							Yokohama \$70 Instant Savings With the purchase of a select set of 4 Yokohama Tires.			• 11/12 – 11/14						
Wheel Instant Savings 25% Instant Savings with purchase of select set of fifteen52 wheels.			• 11/1 – 11/30							Firestone \$60 Instant Savings With the purchase of a select set of 4 Firestone Tires.			• 11/12 – 11/14						
60th Anniversary Sweepstakes Win prizes through the end of the year! Info on KC Promotion Page.			• 7/1 – 12/31							Cooper \$70 Instant Savings With the purchase of a select set of 4 Cooper Tires.			• 11/15 – 11/21						
DT-AT Credit Card			Start	End						Vogue up to a \$75 Visa® Card With the purchase of a set of 4 Vogue Signature V Black tires or Vogue			• 11/15 – 11/30						
Black Friday \$ Cyber Monday DT-AT Credit up to 10% Existing: 5% New Applicants: 10%			• 11/22 – 11/30							Black Friday - Cyber Monday Deals Details Coming Soon			• 11/20 – 11/30						
Winter Savings \$50 Prepaid Mastercard® With any set of 4 Winter Tires paid with DT-AT Credit card			• 10/11 – 3/31							DT-AT Credit Card			Start	End					
Winter Savings Tire & Wheel Packages \$80 Prepaid card With any Winter Tire & Wheel Package paid with DT-AT Credit card			• 10/11 – 3/31							DT-AT Credit \$60 Prepaid Mastercard® With the purchase of any set of tires or wheels using a DT-AT credit card.			• 11/1 – 11/30						
Manufacturer/National			Start	End						Winter Savings \$60 Prepaid Mastercard® With the purchase of any set of winter tires using a DT-AT credit card.			• 10/17 – 3/31						
Firestone \$60 Visa® Prepaid Card With the purchase of any set of 4 Firestone tires.			• 9/15 – 11/1							Winter Savings \$80 Prepaid Mastercard® With any set of 4 winter tire and wheel packages using a DT-AT Credit			• 10/17 – 3/31						
Cooper Up To \$70 Visa® Prepaid Card With the purchase of any set of 4 Cooper tires.			• 10/8 – 11/9							Manufacturer/National			Start	End					
Pirelli \$70 Visa® Prepaid Card With the purchase of a select set of 4 Pirelli Cinturato or Scorpion tires.			• 10/30 – 12/13							Firestone \$80 Prepaid Visa® Card With the purchase of a select set of 4 Firestone Destination tires.			• 9/23 – 11/8						
Goodyear Up To \$75 Prepaid Mastercard® With the purchase of any set of 4 Goodyear tires.			• 10/1 – 12/31							Firestone \$60 Prepaid Visa® Card With the purchase of a select set of 4 Champion, Firehawk, or			• 9/23 – 11/8						
Continental \$70 Visa® Prepaid Card With the purchase of any set of 4 Continental tires.			• 11/1 – 11/30							Cooper up to \$70 Prepaid Visa® Card With the purchase of a select set of 4 Cooper Tires.			• 10/14 – 11/8						
Vogue \$75 Visa® Prepaid Card With the purchase of a set of 4 Vogue signature V Black tires.			• 11/1 – 11/30							Goodyear Up To \$100 Prepaid Mastercard® With the purchase of a select set of 4 Goodyear tires.			• 10/1 – 12/31						
Hankook Winter Up To \$70 Prepaid Mastercard® With the purchase of a select set of 4 Hankook winter tires.			• 11/10 – 12/20							Continental \$70 Prepaid Visa® Card With the purchase of a select set of 4 Continental tires.			• 11/1 – 11/30						
DTD Exclusive Flash Sale			Start	End						Pirelli \$70 Prepaid Visa® Card With the purchase of a set of 4 Pirelli Winter or Scorpion tires.			• 11/5 – 11/28						
DTD Flash Sale up to \$100 \$22 threshold. Home page can be combined message. Email Blast			• 11/9 – 11/10							Bridgestone \$120 Prepaid Visa® Card With the purchase of a select set of 4 Bridgestone Alenza tires.			• 11/9 – 11/22						
DTD Flash Sale up to \$100 \$22 threshold. Home page can be combined message. Email Blast			• 11/27 – 11/30							DTD Exclusive Flash Sale			Start	End					
										DTD Flash Sale up to \$110 \$15 threshold, can be combined message, web advertising, Email Blast			• 11/15 – 11/16						