

October 2021

October 2021				TOTAL TIRES 56,321		TOTAL WHEELS 6,153		TOTAL UNITS 62,474					
Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
269/27/20		279/28/20 Business day (M) 22 Business day (Y) 227		289/29/20 Business day (M) 23 Business day (Y) 228		299/30/20 Business day (M) 24 Business day (Y) 229		309/1/20 Business day (M) 25 Business day (Y) 230		0110/2/20 Business day (M) 1 Business day (Y) 231		0210/3/20 Business day (M) 2 Business day (Y) 232	
		DTD TIRESWHEELSUNITS 2,7552973,052		DTD TIRESWHEELSUNITS 3,3242453,569		DTD TIRESWHEELSUNITS 2,6993013,000		DTD TIRESWHEELSUNITS 2,4262652,691		DTD TIRESWHEELSUNITS 2,0822812,363		DTD TIRESWHEELSUNITS 56485649	
0310/4/20		0410/5/20 Business day (M) 3 Business day (Y) 233		0510/6/20 Business day (M) 4 Business day (Y) 234		0610/7/20 Business day (M) 5 Business day (Y) 235		0710/8/20 Business day (M) 6 Business day (Y) 236		0810/9/20 Business day (M) 7 Business day (Y) 237		0910/10/20 Business day (M) 8 Business day (Y) 238	
		DTD TIRESWHEELSUNITS 2,6252772,902		DTD TIRESWHEELSUNITS 2,6563463,002		DTD TIRESWHEELSUNITS 1,9331992,132		DTD TIRESWHEELSUNITS 1,6581201,778		DTD TIRESWHEELSUNITS 1,7552111,966		DTD TIRESWHEELSUNITS 73293825	
1010/11/20		1110/12/20 Business day (M) 9 Business day (Y) 239		1210/13/20 Business day (M) 10 Business day (Y) 240		1310/14/20 Business day (M) 11 Business day (Y) 241		1410/15/20 Business day (M) 12 Business day (Y) 242		1510/16/20 Business day (M) 13 Business day (Y) 243		1610/17/20 Business day (M) 14 Business day (Y) 244	
		DTD TIRESWHEELSUNITS 2,6442902,934		DTD TIRESWHEELSUNITS 2,7613303,091		DTD TIRESWHEELSUNITS 2,4972432,740		DTD TIRESWHEELSUNITS 2,7142402,954		DTD TIRESWHEELSUNITS 1,9542252,179		DTD TIRESWHEELSUNITS 48365548	
1710/18/20		1810/19/20 Business day (M) 15 Business day (Y) 245		1910/20/20 Business day (M) 16 Business day (Y) 246		2010/21/20 Business day (M) 17 Business day (Y) 247		2110/22/20 Business day (M) 18 Business day (Y) 248		2210/23/20 Business day (M) 19 Business day (Y) 249		2310/24/20 Business day (M) 20 Business day (Y) 250	
		DTD TIRESWHEELSUNITS 3,0373203,357		DTD TIRESWHEELSUNITS 2,5423082,850		DTD TIRESWHEELSUNITS 1,9412432,184		DTD TIRESWHEELSUNITS 1,9172362,153		DTD TIRESWHEELSUNITS 1,6681871,855		DTD TIRESWHEELSUNITS 54671617	
2410/25/20		2510/26/20 Business day (M) 21 Business day (Y) 251		2610/27/20 Business day (M) 22 Business day (Y) 252		2710/28/20 Business day (M) 23 Business day (Y) 253		2810/29/20 Business day (M) 24 Business day (Y) 254		2910/30/20 Business day (M) 25 Business day (Y) 255		3010/31/20 Business day (M) 26 Business day (Y) 256	
		DTD TIRESWHEELSUNITS 3,2943783,672		DTD TIRESWHEELSUNITS 2,4242842,708		DTD TIRESWHEELSUNITS 4,3892994,688		DTD TIRESWHEELSUNITS 2,4202242,644		DTD TIRESWHEELSUNITS 2,0862112,297		DTD TIRESWHEELSUNITS 58095675	
3110/1/20		0111/2/20 Business day (M) 1 Business day (Y) 257		0211/3/20 Business day (M) 2 Business day (Y) 258		0311/4/20 Business day (M) 3 Business day (Y) 259		0411/5/20 Business day (M) 4 Business day (Y) 260		0511/6/20 Business day (M) 5 Business day (Y) 261		0611/7/20 Business day (M) 6 Business day (Y) 262	
DTD TIRESWHEELSUNITS 2,4192922,711		DTD TIRESWHEELSUNITS 3,1553833,538		DTD TIRESWHEELSUNITS 2,5772302,807		DTD TIRESWHEELSUNITS 1,7422261,968		DTD TIRESWHEELSUNITS 1,5801911,771		DTD TIRESWHEELSUNITS 1,4051621,567		DTD TIRESWHEELSUNITS 68473757	
LOST DAY													

Color Key

Lost Day

Holiday

Extra day

October 2020 vs 2021 Promotions

This month we need to average 2,403 units a day in order to beat last years 62,474 total units.

October 2020										October 2021											
				Week1	Week2	Week3	Week4	Week5					Week1	Week2	Week3	Week4	Week5				
DT/DTD Exclusive				Start	End	1-3	4-10	11-17	18-24	25-31	DT/DTD Exclusive & Online Only!				Start	End	1-2	3-9	10-16	17-23	24-31
Michelin \$70 Prepaid Mastercard® With the purchase of any set of 4 Michelin tires.				•	10/1 – 10/12						Military 10% Instant Savings For active duty military, veterans, spouses and families.				•	5/7 – Ongoing					
Yokohama \$70 Prepaid Mastercard® With the purchase of 4 Yokohama YK740 GTX or YK-HTX tires.				•	10/1 – 10/12						ADA Tour De Cure \$50 Instant Savings Fundraising Event With the purchase of any set of 4 tires or wheels.				•	8/19 – 12/31					
Continental \$70 Prepaid Mastercard® With 4 Cntrl Contact Tour A/S +, Sport SRS, or Sport SRS+ tires.				•	10/11 – 10/24						Cooper \$70 Instant Savings With 4 Rugged Trek, ATP11 or HTP11 using MyAccount.				•	10/1 – 10/31					
Bridgestone \$70 Prepaid Mastercard® With the purchase of a set of 4 Bridgestone Dueler LTH tires.				•	10/13 – 10/26						Bridgestone \$70 Instant Savings With the purchase of any set of 4 Bridgestone tires.				•	10/8 – 10/10					
Goodyear \$50 Prepaid Mastercard® With the purchase of any set of 4 Goodyear tires.				•	10/20 – 10/31						Michelin \$110 Instant Savings With the purchase of any set of 4 Michelin tires.				•	10/15 – 10/17					
DT-AT Credit Card				Start	End						Continental \$60 Prepaid Mastercard® With 4 Control Contact (Tour A/S+, Sport SRS, Sport SRS+) tires.				•	10/17 – 10/31					
Ready For Winter? \$50 Prepaid Mastercard® With any set of 4 Winter Tires paid with DT-AT Credit card				•	9/8 – 10/10						Bridgestone \$70 Instant Savings With the purchase of any set of 4 Bridgestone tires.				•	10/22 – 10/24					
Winter Tire & Wheel Packages \$80 Prepaid Mastercard® With any Winter Tire & Wheel Package paid with DT-AT Credit card				•	9/8 – 10/10						Michelin \$110 Instant Savings With the purchase of any set of 4 Michelin tires.				•	10/29 – 10/31					
DT-AT Credit up to \$40 Prepaid Mastercard® Existing: \$20 on \$400+ New Applicants: \$40 on \$199+				•	10/1 – 10/31						DT-AT Credit Card				Start	End					
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 \$60 Prepaid Mastercard® With the purchase of any set of tires or wheels using a DT-AT credit card.				•	10/1 – 10/31					
Winter Savings Tire & Wheel Packages \$80 Prepaid card With any Winter Tire & Wheel Package paid with DT-AT Credit card				•	10/11 – 3/31						Winter Savings \$60 Prepaid Mastercard® With the purchase of any set of winter tires using a DT-AT credit card.				•	9/7 – 10/16					
Manufacturer/National				Start	End						Winter Savings \$80 Prepaid Mastercard® With any set of 4 winter tire and wheel packages using a DT-AT Credit				•	9/7 – 10/16					
Mickey Thompson \$100 Visa® Prepaid Card With purchase of 4 MickeyThompson or Dick Cepek tires.				•	9/1 – 10/15						Winter Savings \$60 Prepaid Mastercard® With the purchase of any set of winter tires using a DT-AT credit card.				•	10/17 – 3/31					
General Up To \$100 Visa® Prepaid Card With the purchase of any set of 4 General tires.				•	9/1 – 10/31						Winter Savings \$80 Prepaid Mastercard® With any set of 4 winter tire and wheel packages using a DT-AT Credit				•	10/17 – 3/31					
Hankook Up To \$80 Prepaid Mastercard® With the purchase of any set of 4 Hankook tires.				•	9/18 – 10/31						Manufacturer/National				Start	End					
Firestone \$60 Visa® Prepaid Card With the purchase of any set of 4 Firestone tires.				•	9/15 – 11/1						General Tire up to \$100 Prepaid Visa® Card With the purchase of a select set of 4 General Tires.				•	9/1 – 10/31					
Yokohama Up To \$70 Visa® Prepaid Card With the purchase of any set of 4 Yokohama tires.				•	10/1 – 10/31						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					
Cooper Up To \$70 Visa® Prepaid Card With the purchase of any set of 4 Cooper tires.				•	10/8 – 11/9						Goodyear Up To \$100 Prepaid Mastercard® With the purchase of a select set of 4 Goodyear tires.				•	10/1 – 12/31					
Pirelli \$70 Visa® Prepaid Card With the purchase of a select set of 4 Pirelli Cinturato or Scorpion tires.				•	10/30 – 12/13						General Tire up to \$100 Prepaid Visa® Card With the purchase of a select set of 4 General Tires.				•	9/1 – 10/31					
DTD Exclusive Flash Sale				Start	End						Yokohama Tire up to \$70 Prepaid Visa® Card With the purchase of a select set of 4 Yokohama Tires.				•	10/1 – 10/31					
DTD Flash Sale up to \$100 \$22 threshold. Home page can be combined message. Email Blast				•	10/13 – 10/14						Cooper up to \$70 Prepaid Visa® Card With the purchase of a select set of 4 Cooper Tires.				•	10/14 – 11/8					
DTD Flash Sale up to \$100 \$22 threshold. Home page can be combined message. Email Blast				•	10/26 – 10/27						DTD Exclusive Flash Sale				Start	End					
											DTD Flash Sale up to \$110 \$15 threshold, can be combined message, web advertising, Email Blast				•	10/4 – 10/5					