



What you need to know

Starting Tuesday, February 1st, we are launching the Discount Tire “Every Customer has the Right to Know” Credit Card Contest – giving YOU, your Store and your Region a chance to WIN prizes!

Our ask of you

- “Every Customer Has the Right to Know” about the DT Credit Card so ask every Customer to submit an app - and “beat last year!”
- Encourage Our Customers to apply and/or use their DT Credit Card for their purchases
- Remind Our Customers of the many benefits of applying and/or using their DT Credit Card including instant savings, promotional financing, no annual fee, etc – see full list of benefits on our [website](#)

Key callouts – Regions/Stores Contest

The “Qualifiers” – February 1, 2022 – March 31, 2022

•Eligibility: All Stores are eligible to participate. Store Employees 18 or over (part-time and full-time) whose job duties include submitting Credit Card applications for Customers are eligible to participate. For full explanation of eligibility, please see Contest Judging Criteria.

•Criteria: Stores will be ranked based on performance.* Top 200 Stores move to the Championship round and receive a Prize.

- Top 7 Stores from each Region (161 Stores) PLUS
- Next 39 Stores with the highest from any Region

•Prize: Top 200 Stores will receive a Championship pennant for their Store to display in their back room.

The “Championship” – April 1, 2022 – April 30, 2022

•Eligibility: Top 200 Stores from the Qualifiers

•Criteria: Stores will be ranked based on performance.*

•Prizes:

- Stores ranked #1 - #5 will receive a Championship Belt, a \$2,500 prize and will be deemed the “Store Champion”
- #1 Region will receive a trophy and is deemed the “Region Champion”

NOTE: Click on the [“Application Tracking”](#) link to see how your Store’s app count compares to 2021. See Judging Criteria below.

For any questions/comments about the Credit Card Contest, please submit your question via the Feedback button on the KC “Discount Tire Financing” page.

**Discount Tire “Every Customer Has the Right to Know”
Regions & Stores Contest
JUDGING CRITERIA**

The “Qualifiers” – February 1, 2022 – March 31, 2022

- During the The “Qualifiers”, Stores and Regions will be ranked based on % Increase and Counts Increase in applications compared to same day in 2021.

At the end of the Qualifying Round:

- The % increase of apps (from 2021 to 2022) will be calculated for each Store and Region. Stores and Regions will be ranked from highest to lowest, based on which Store and Region have the highest % increase of apps – with a 1 ranking meaning that the Store and Region have the highest % increase. This is the Store and Region “% increase ranking.”
- The counts increase of apps (from 2021 to 2022) will be calculated for each Store and Region. Stores and Regions will be ranked from highest to lowest, based on which Store and Region have the highest counts increase of apps – with a 1 ranking meaning that the Store and Region have the highest counts increase. This is the Store and Region “Counts increase ranking.”
- The “% increase ranking” will then be combined with the “Counts increase ranking” to determine the “Overall Ranking.”

Winners will be selected as follows:

- The top seven (7) Stores with the highest “Overall Ranking” within each of the 23 Regions will be deemed “winners” and move on the Championship Round (161 Stores).
- Thirty-nine (39) additional Stores (from any region) with the highest “Overall Ranking” among all Stores will be deemed “winners” – excluding any of the top seven (7) Stores who have already qualified (see above) – and will move on to the Championship Round.

Winners in the Qualifying Round will be notified on or about April 1, 2022 and will be determined by the Discount Tire Performance Committee, whose decision is final on all matters relating to this Contest. In the event of a tie, the winner(s) will be determined by the Discount Tire Performance Committee.

The “Championship” – April 1, 2022 – April 30, 2022

During the Championship Round, the two hundred (200) Stores from the Qualifying Round will be ranked based on % Increase and Counts Increase in applications compared to same day in 2020. At the end of the Championship Round:

- The % increase of apps (from 2020 to 2021) will be calculated for each Store and Region between April 1, 2022 – April 30, 2022. Stores and Regions will be ranked from highest to lowest, based on which Store and Region have the highest % increase of apps – with a 1 ranking meaning that the Store and Region have the highest % increase. This is the Store and Region “% increase ranking.”
- The counts increase of apps (from 2021 to 2022) will be calculated for each Store and Region between April 1, 2022 – April 30, 2022. Stores and Regions will be ranked from highest to lowest, based on which Store and Region have the highest counts increase of apps – with a 1 ranking meaning that the Store and Region have the highest counts increase. This is the Store and Region “Counts increase ranking.”
- The “% increase ranking” will then be combined with the “Counts increase ranking” to determine the “Overall Ranking.”

Winners will be selected as follows:

- The Top 5 Stores with the highest “Overall Ranking” will be deemed the “Store Champions.”
- The Region with the highest “Overall Ranking” will be deemed the “Region Champion.”

Winners in the Championship Round will be notified on or about May 13, 2022 and will be determined by the Discount Tire Performance Committee, whose decision is final on all matters relating to this Contest. In the event of a tie, the winner(s) will be determined by the Discount Tire Performance Committee.

CONTEST PRIZES

Qualifying Round

- 200 Stores that are eligible to move to the Championship Round will each receive a Championship Pennant to display in the Store’s Back Room; top Stores become eligible to compete in the Championship Round.

Championship Round

- Five (5) “Store Champions” will receive a trophy and a \$2,500 prize (to be used at Manager’s discretion - specific details to be shared in the winner notification)
- One (1) “Region Champion” will receive a trophy