

DT/AT PROMOTION - INSTANT SAVINGS



Promotion Dates

10/9/25 through 10/19/25

Participating Regions

All regions

Offer Amount and Product Lines

• **\$60 instant savings** on select sets of 4 BFG tires **\$899.99 and below**

• **\$80 instant savings** on select sets of 4 BFG tires **\$900 and above**

• Eligible lines include:

- All Terrain T/A KO2
- All Terrain T/A KO3
- HD Terrain T/A KT
- Mud Terrain T/A KM2
- Mud Terrain T/A KM3
- Mud Terrain T/A KM3 UTV
- Trail-Terrain T/A

Checkout Instructions (Legacy Stores)

- If customers call, inform them of this promotion and encourage them to create a My Account, buy & book online, and pick up in-store.
- If customers ask about the promotion in-store, please follow the instructions below:
 - **STEP 1:** On the invoice, enter the promotion code:
 - **91127** for \$60 tier (\$899.99 and below)
 - **91128** for \$80 tier (\$900 and above)
 - **STEP 2:** Enter Qty: -1. This will take the savings off the invoice.

Checkout Instructions (Vision Stores)

- Select the customer ID that has a **green My Account indicator** (if available)
 - Once selected, you'll see a green My Account indicator to the right of the customer's name under Customer Information
 - When the customer's My Account ID is selected, any tire or wheel that is part of the promotion will **automatically have the discount applied** when it is added to the cart
- If customers ask about the promotion in-store, do not have a My Account, and decline to create a My Account, please follow the instructions below:
 - **Step 1:** In the Cart, click the edit symbol next to the price of the tires/wheels to open the Price Deviation window
 - **Step 2:** Under "Total Quantity Deviation," enter the total dollar off amount based on the list of qualifying products shown above
 - **Step 3:** Click the "Reason" drop down menu and choose "Honor Web Promo"
 - **Step 4:** Type in the name of the tire/wheel brand

Questions?

Contact your regional staff

