

DT/AT PROMOTION - INSTANT SAVINGS



Promotion Dates

10/17/25 through 10/20/25

Participating Regions

All regions

Offer Amount and Product Lines

\$100 instant savings on select sets of 4 Cooper tires:

- Cobra Instinct
- Discoverer ATP II
- Discoverer HTP II
- Discoverer Road + Trail AT
- Discoverer StrongHold AT
- ProControl

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 promotion code **87248**
 - **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

