

DT/AT PROMOTION - INSTANT SAVINGS



Promotion Dates

10/7/25 through 10/8/25

Participating Regions

All regions

Offer Amount and Product Lines

TIRES: Up to \$100 instant savings on select sets of 4 tires:

- **BFG:** \$60 off select sets \$899.99 and below *OR* \$80 off select sets \$900 and above. Valid on: 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
- **Bridgestone:** \$80 off all lines
- **Continental:** \$80 off Control Contact lines
- **Cooper:** \$80 off Cobra Instinct, Discoverer ATP II, Discoverer HTP II, Discoverer Road + Trail AT, Discoverer StrongHold AT, ProControl
- **Goodyear:** \$80 off Assurance WeatherReady 2, Assurance MaxLife, Assurance MaxLife 2, Assurance ComfortDrive, Eagle F1 Asymmetric 6, Eagle Exhilarate, ElectricDrive 2, Wrangler DuraTrac RT, Wrangler Steadfast HT, Wrangler UltraTerrain AT
- **Michelin:** \$100 off any set
- **Nitto:** \$80 off Motivo 365, Terra Grappler G3, Ridge Grappler, Recon Grappler A/T
- **Pirelli:** \$80 off All lines *except Strada*
- **Toyo:** \$80 off Celsius Sport, Celsius 2, Extensa A/S II, Extensa HP II, Open Country A/T III, Open Country A/T III EV, Open Country H/T II, Open Country M/T, Open Country Q/T, Open Country R/T, Open Country R/T Pro, Open Country R/T Trail, Proxes Sport, Proxes Sport 2, Proxes Sport A/S+, Proxes ST III
- **Yokohama:** \$80 off All lines

WHEELS: \$80 instant savings on select sets of 4 wheels:

- **B/G Rod Works:** All lines
- **Fifteen52:** All lines
- **G-FX:** All lines
- **Nomad:** All lines
- **Raceline:** All lines
- **Vox:** All lines
- **Vox Replica:** All lines

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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 for the brand as shown below:

TIRES

- **BFG:** 91127 for \$60 tier
OR 91128 for \$80 tier
- **Bridgestone:** 87241
- **Continental:** 91211
- **Cooper:** 87248
- **Goodyear:** 87385
- **Michelin:** 91568
- **Nitto:** 87390
- **Pirelli:** 87288
- **Toyo:** 91030
- **Yokohama:** 87252

WHEELS

- **B/G Rod Works:** 91549
- **Fifteen52:** 91110
- **G-FX:** 91548
- **Nomad:** 91689
- **Raceline:** 91130
- **Voxx:** 91135
- **Voxx Replica:** 91559

- **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