

DT/AT PROMOTION - INSTANT SAVINGS

BLACK FRIDAY & CYBER MONDAY

Promotion Dates

- 11/20/25 through 12/3/25
- This promotion will be marketed as "Black Friday" from 11/20–11/30 and "Cyber Monday" from 12/1–12/3

Participating Regions

All regions

Offer Amount and Product Lines

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

- **BFG:** \$100 off all lines
- **Bridgestone:**
 - \$80 off Blizzak
 - \$100 off Alenza Prestige, DriveGuard Plus, Dueler A/T Ascent, Dueler LX, Turanza EverDrive, Turanza Prestige, WeatherPeak
- **Continental:** \$80 off Control Contact lines
- **Cooper:** \$100 off Cobra Instinct, Discoverer ATP II, Discoverer HTP II, Discoverer Road + Trail AT, Discoverer Rugged Trek, Discoverer S/T Maxx, Discoverer StrongHold AT, Discoverer STT Pro, ProControl
- **Goodyear:** \$100 off Assurance ComfortDrive, Assurance MaxLife 2, Assurance WeatherReady 2, Eagle Exhilarate, Eagle F1 All Season, Eagle F1 Asymmetric 6, ElectricDrive 2, Wrangler Boulder MT, Wrangler DuraTrac RT, Wrangler Outbound AT, Wrangler Steadfast HT, Wrangler UltraTerrain AT
- **Michelin:** \$100 off all lines
- **Mickey Thompson:** \$100 off any set
- **Nitto:** \$100 off Motivo 365, Nomad Grappler, Ridge Grappler, Recon Grappler A/T, Terra Grappler G3. Excludes 37" and 38".
- **Pirelli:** \$100 off all lines *except Strada*
- **Toyo:** \$100 off Celsius 2, Celsius Sport, 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:** \$100 off all lines

WHEELS: Up to \$120 instant savings on select sets of 4 wheels:

- **American Outlaw:** \$80 off Gunslinger and Spike
- **American Racing:** \$120 off all lines
- **American Truax:** \$80 off all lines
- **Asanti:** \$120 off all lines
- **B/G Rod Works:** \$80 off all lines
- **Black Rhino:** \$120 off all lines
- **Cali Offroad:** \$80 off all lines
- **Dirty Life:** \$80 off all lines
- **Drag:** \$40 off DR-83
- **Dub:** \$120 off all lines
- **Fuel:** \$120 off all lines
- **G-FX:** \$80 off all lines
- **Ion:** \$80 off all lines
- **KMC:** \$120 off all lines
- **Kraze:** \$80 off all lines
- **Liquid Metal:** \$80 off Halo, Hawk, and Raven
- **Mayhem:** \$80 off all lines
- **Mazzi:** \$80 off all lines
- **Mickey Thompson:** \$100 off all lines
- **Motegi:** \$120 off all lines
- **Moto Metal:** \$120 off all lines
- **Niche:** \$120 off all lines
- **Petrol:** \$120 off all lines
- **Riddler:** \$80 off all lines
- **Rotiform:** \$120 off all lines
- **Torque:** \$120 off all lines
- **Touren:** \$80 off all lines
- **TSW:** \$120 off all lines
- **Vision:** \$80 off all lines *except Boost, D Window, JG70, Rally, Soft 8, and SW60*
- **Voxx:** \$80 off all lines
- **Voxx Replica:** \$80 off all lines
- **XD:** \$120 off 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
- **Bridgestone:**
 - **Blizzak:** 91896
 - **WeatherPeak:** 91535
 - **Other select lines:** 87241
- **Continental:** 91211
- **Cooper:** 87248
- **Goodyear:** 87385
- **Michelin:** 87243
- **Mickey Thompson:** 91114
- **Nitto:** 87390
- **Pirelli:** 87288
- **Toyo:** 91030
- **Yokohama:** 87252

WHEELS

- **American Outlaw:** 91149
- **American Racing:** 91154
- **American Truxx:** 91131
- **Asanti:** 91158
- **B/G Rod Works:** 91549
- **Black Rhino:** 91161
- **Cali Offroad:** 91131
- **Dirty Life:** 91131
- **Drag:** 91054
- **Dub:** 91159
- **Fuel:** 91027
- **G-FX:** 91548
- **Ion:** 91131
- **KMC:** 91134
- **Kraze:** 91131
- **Liquid Metal:** 91146
- **Mayhem:** 91131
- **Mazzi:** 91131
- **Mickey Thompson:** 91113
- **Motegi:** 91160
- **Moto Metal:** 91165
- **Niche:** 91166
- **Petrol:** 91167
- **Riddler:** 91131
- **Rotiform:** 91076
- **Torque:** 91116
- **Touren:** 91131
- **TSW:** 91118
- **Vision:** 91133
- **Voxx:** 91135
- **Voxx Replica:** 91559
- **XD:** 91115

- **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

MORE DEALS!



NEW Credit Card Offer

- During this promotion, the credit card instant savings offer will be **\$100 off**
- See [credit card promo brief](#) for full details



NEW Wiper Blades Discount

- During this promotion, PRO+, Force, and Exact Fit blades are **20% off**
- Prices will be discounted automatically