

Promote Your Brand Throughout the Year



2025 AUTOMOTIVE OBSERVANCES

Aligning promotional products with holidays and observances throughout the year enhances brand visibility, drives sales, and fosters lasting relationships.

Your trusted partner for branded merchandise.

January

Tradeshows
1/5-1/11: Thank Your Customers Week
1/15: National Hat Day

February

American Heart Month
Black History Month
2/11: Day of Women & Girls in Science
2/16-2/22: Engineers Week

March

Women's History Month
Nutrition Month
3/7: Employee Appreciation Day
3/8: International Women's Day
3/18: Global Recycling Day
3/20: First Day of Spring

April

Car Care Month
Earth Month
Diversity Month
Stress Awareness Month
International Customer Loyalty Month
4/22: Earth Day
4/27-5/4: Volunteer Week

May

Women's Health Month
5/6: National Beverage Day
5/11-5/15: Women's Health Week
5/26: Memorial Day

June

Tire Safety Awareness Month
Safety Month
Great Outdoors Month
6/2-6/8: Auto Service Professionals Week
6/5: World Environment Day
6/19: Juneteenth
6/23: International Women in Engineering Day

July

Events
7/4: Independence Day

August

Brake Safety Awareness Month
Wellness Month
Golf Month

September

9/2: Labor Day
9/3: Tailgating Day
9/22: First Day of Fall

October

10/1: International Coffee Day
10/10: World Mental Health Day
10/21: Check Your Transmission Day

November

Gratitude Month
Native American Heritage Month
11/8: STEM Day
11/11: Veterans Day
11/15: Recycling Day

December

Seasonal/End-of-the-Year Gifting

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