



Yeti Dealers,

Thanks for making the MY25 launch a success. New colors have been well received and are proving a nice compliment to the MY24 color event. Cooler temps and changing leaves bring the best riding of the season for much of North America, and sales are reflecting that.

Read on for your October updates and don't hesitate to reach out to me or anyone on the sales team with questions.

Thanks for continuing to ride with us!

Chris Heath
Global Sales Manger

PRESEASON ORDERS DUE

Preseason Orders Due This Week

If you haven't already, please reach out to your sales rep regarding your preseason order/plan for the upcoming season. We continue to be accommodating and empathetic of the current marketplace and have programs that will ensure success, both near term and when the season hits its stride.



MY End Color Event // Fall Color Sale Continues

This sale has been met with great success and we continue to look forward to building momentum as we approach the holidays. Remember, this sale is while supplies last, and we're already seeing inventory draw down on certain models and colors. We've sold through ALL ARC Rhino; as well as SM/M/XL 160E Turquoise.

Remember MY24 Color Event//Fall Color Sale bikes count towards your MY25 preseason requirements. In addition to combining sale and inline product, the more MY24 Color Event product you buy the better pricing gets. Reach out to me or your sales rep with any questions.

BLACK FRIDAY APPAREL PRICING

Black Friday/Holiday Technical Apparel Sale Pricing live to dealers now!

To best support our dealers, we're offering early access to sale product ahead of our Black Friday/Holiday Sales event. To make it easy, B2B pricing is now updated to reflect up to 30% off for dealers across the holidays. Save big on outgoing styles as well as new styles and outgoing colors just in time for the shopping frenzy.

Discount schedule varies on some items, so please check with your sales rep for the exact discount schedule.







Competition and Race Recap

Wow! What a season put together by Yeti/Fox Factory Racing. Another title for Rude; E domination with Gilchrist; and a Mt St Anne endcap to put a bow on the season.

[READ MSA RACE REPORT HERE](#)

Robin Goomes makes history as the first Woman ever to win Red Bull Rampage. Full recap here.

[READ ROBINS REDBULL RAMPAGE RECAP HERE](#)

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