



Happy November Yeti Dealers!

The Holidays are in sight and before we know it, we'll be closing out another wild year in the bike biz; by my count that's five years of pronounced peaks, and prolonged valleys. Despite the unpredictability, the resilience, support, and frankly the strong sales momentum from our dealers underpins what this is all about. Thanks as always for the support and enthusiasm; please read on for your November updates.

Happy Trails, and Happy Thanksgiving!  
Chris Heath  
Global Sales Manger



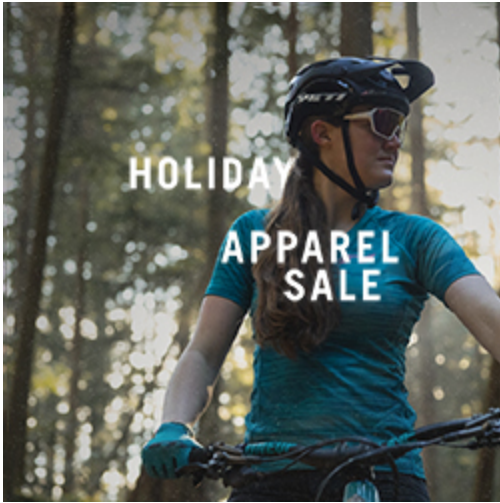
**All The Sales**

'Tis the season; we've got all the Black Friday and Holiday promotions queued up and ready for dealers to deliver to deal seekers everywhere.

- \*While supplies last\* MY End Color Sale continues with 25% off C-Series builds and 20% off T-Series builds; don't forget 10% off 160E C2 and T2 now shipping with the EDR-E proven and world championship winning EP801 race tune spec.
- The more Color Sale bikes you buy the more you save. Ask your sales rep today and stock up for the Holidays. Bonus-color sale bikes count towards preseason commitments and are eligible for extended dating with qualifying order.

Black Friday/Holiday apparel sale rolls on for dealers; now live on all channels.

- Dealers, participate in the melee and get up to 30% off dealer price on current and outgoing styles. Login to B2B and take advantage ahead of the Holidays!



**B2B Issues Solved**

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I'm happy to report that we left the persistent B2B issues from a week ago there, and they are now fixed. If you do experience issues, please reach out to me or your sales rep asap.

Please note if you have not logged in for a while you may need to utilize the forgot password button as we implemented improvements that require an account refresh.

**Office Closure**





**OFFICE CLOSED NOV. 28-29TH**

Yeti Cycles HQ will be closed in observance of the Thanksgiving Holiday Thursday November 28th and Friday November 29th. Yeti Cycles will re-open Monday December 2nd at 8a MST. Please plan your orders accordingly!



**And Another One!**

Because more is better! Ryan Gilchrist is your 2024 UCI Pump Track World Champion, bringing Yeti's 2024 title tally to 4.

[YETICYCLES.COM](http://YETICYCLES.COM)  
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**MORE THAN MYTH.**