

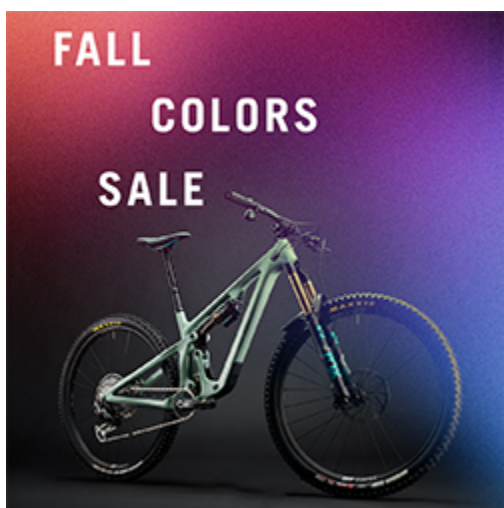


Happy Holidays and Happy New Year, Yeti Dealers!

And just like that, we're putting a bow on 2024; what a year it's been. The end of the year is always a time for reflection on what was, and what's to come. Resilience and positivity resonated in 2024, and the optimism and excitement for the year ahead is palpable. Industry wide challenges persist, but with the continued strength of our partnerships I'm as optimistic as ever that we'll emerge stronger than before. As always, thanks for riding with us.

Happy Holidays from everyone at Yeti Cycles.

Chris Heath
Global Sales Manager



Fall Colors Sale (MY24)

Traditional Holiday colors ring in the festive spirit, but Sangria, Cobalt, Sage, Rhino, and Cherry bring just as much joy. Stuff your stockings with some Yeti Gear and plant one of our sale bikes under the shop tree this holiday season.

Great deals ride on through the holidays with up to 25% off 140's, 120's, 160's, 160E's during the Fall Colors Sale.

160E C2 and T2 (including applicable upgrades) are now 20% off and live to dealers on B2B extending dealers early access to deeper discounts ahead of the official 2/3/25 go-live date. Call your sales rep or log on to B2B now and prepare for the frenz-e.

SB135 is now up to 30% off! Your 27.5 weapon of choice is up to 30% off, live to dealers now **all colors and all kits included**. Get while the getting is good, live on B2B now, or call your sales rep ahead of the official 2/3/25 go live date.

Updated sale pricing available in the link below

Don't forget the stocking stuffers. Are you Yeti Cycles apparel curious? Now's a great time to dip your toe and represent on the shop floor in time for the holidays. Hats, tees, shorts, jerseys, you name it, we've got it available to you with great pricing.

[UPDATED US DEALER PRICE LIST](#)

END OF YEAR SHIPPING SCHEDULE

End of the Year Shipping Schedule

December 19: Orders that are to be shipped must be placed before this date.

December 20: Orders scheduled for pick-up must be placed before this date.

Anything booked after these dates will process once we return on or after **January 2nd**.

Contact your sales rep to ensure everything that's needed before the holidays exits in a timely manner.

OFFICE CLOSED 12/24/24 TO 1/1/25

Office Closure

Yeti Cycles will be closed from 12/24/24 through 1/1/25, and back in the office 1/2/25. Please reference the shipping cutoffs above to ensure you receive everything you need in time for the Holidays.



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