



Yeti Dealers,

February has delivered snow and continued winter weather here on Colorado's front range, and despite a long wait, winter has finally set in. February always fosters optimism as it's the last hurdle before spring weather begins to show—despite what the groundhog sees.

We've been hard at work preparing for the upcoming year, as the season will be filled with new model and kit launches. Most, if not all, of you have been contacted with exciting new kits that are already bookable, and if you haven't, reach out to your sales rep to learn more.

There will be lots to come this March, so sing that last verse of the winter blues before things ramp up.

As always, thanks for riding with us,

Chris Heath
Global Sales Manger



Bike Shop Freak Deal continues through April 3rd

Many of you have already taken advantage of the season's best bike shop employee pricing, but there's still time though if you haven't. This years' Bike Shop Freak Deal runs through April 3rd, so grab that new ride you've been thinking about, because the trails won't shred themselves. Need to renew your pro account? Don't have a pro account? Head to yeticycles.com/pro

YETICYCLES.COM/PRO



What's on Sale?

Great deals remain on a myriad of models and kits. Can't keep it all straight? We got you!

- Up to 30% off 2025 SB135 complete bikes*
- 20% off EP801 race-tuned 160E*
- Up to 25% off remaining MY24 color sale complete bikes*

while supplies last

All available via b2b or by contacting your sales rep. Login or give us a call.



Socks!

It's been a while, but we've finally refreshed our sock lineup. Don't forget, socks count towards your preseason apparel commitment!

- Sock guy SGX and SGX Merino wool options
- Increased height
- Killer new graphics & colors

[SHOP SOCKS](#)



MORE THAN MYTH.