



Happy New Year Yeti Dealers!

Here's to hoping everyone is feeling renewed and ready to tackle 2025. I know everyone here at Yeti is excited about what's to come. Information on some exciting projects is coming soon.

I want to take a moment and extend our thoughts and well wishes to our dealers, your families, and your customers affected by the devastating Southern California wildfires. It's situations like this and that really put things into perspective. Everyone here at Yeti has our fingers crossed for better weather and continued progress against all the active fires.

Thanks for continuing to ride with us!

Chris Heath
Global Sales Manger



Bike Shop Freak Deal is back February 3rd

It's the best time of the year to add to your Yeti quiver. That's right, Yeti's Bike Shop Freak Deal is back, live February 3rd through April 3rd.

Complete MY25 C and T-Series bikes and T-Series frames will be significantly discounted for the next two months. Take this opportunity to try one of the new MY25 colors on for size, or venture into electric shifting if you haven't already. Now's the best time of year to get your new rig before the season kicks off. Sale applies to all colors and kits.

Head to yeticycles.com/pro to ensure your account is up to date, or apply and create your Pro account if you don't yet have one.

YETICYCLES.COM/PRO



MY24 Color Sale rolls on

Select models, sizes, and colors are getting picked through, so take advantage ahead of the season to seize great deals on outgoing colors. The more you buy, the more you save on MY24 color sale bikes. Ask your sales rep for more details.

Don't forget deeper discounts are now live to dealers on 160E in addition to fresh sale pricing on SB135. Both go live on all channels February 3rd, so stock up and be ready.



Drinkware

It's cold in most of the country and everyone needs something to put their favorite winter warmer in.

[SHOP DRINKWEAR](#)



MORE THAN MYTH.