



Yeti Dealers,

On the heels of a successful ASR launch we've got more news and notes below to prepare you for the month ahead.

Thanks for reading.

Happy Trails,  
Chris Heath, Global Sales Manager



**C-Series Trail Sale**

We're steadfast in our commitment to dealer inclusion and communication. With that, I'm pleased to alert dealers of our next sale window early. A continuation of current C Series sale offerings plus new popular additions such as: SB140 CLR, SB120 CLR, SB160 C series kits, and select 160E kits.

**What:**

C Series Trail Sale, up to 20% off select C series models and kits. Pricing attached.

- Still holding out on stocking SRAM Transmission? Now's the time to act with great deals on GX Transmission.
- C Series kits only **\*excluding 160E\***

Please note - now through the end of April is your last chance to grab T series models and kits at promotional pricing as they will revert to '24 retail pricing 5/1.

Despite the above, T series models and kits can still be had for a great deal as part of our stocking incentive. '24 retail pricing remains extremely sharp so take this opportunity to stock, save, and earn more.

**When:**

- C Series Trail Sale will commence on all channels May 1st and run through July 31st.
- C Series Trail Sale is live to dealers now so get a jump on great pricing by contacting your sales rep or logging on to B2B to place your order.

[Canadian Dealer Price List](#)



**The T Series portion of the Trail Sale concludes April 30th**

This serves as dealers last call to take advantage of 20% off T series models and kits. Get 'em while you can!

**Yeti Cycles Bike Shop Freak Deal ends April 15th**

Another last call. You still have time if you haven't already - Bike, Frame, T Series, C Series, whatever your flavor we've got something for you just in time for the season.



Head to [yeticycles.com/pro](https://yeticycles.com/pro) to re-apply or apply for your pro account.

What about ASR? We're enthused by the questions regarding pro pricing for ASR and will open this rocketship to pro-pricing as soon as inventory allows.

[yeticycles.com/pro](https://yeticycles.com/pro)



**Drinkware!**

Cheers to spring with some new Yeti Cycles Drinkware. Be it morning or night we've got the vessel for you!

[SHOP DRINKWARE](#)



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