



Yeti Dealers,

Happy March!

Watching the snow fall as I type only makes me more excited for the hero dirt I know is coming our way! March, as we know, brings variable weather for much of the country but without question, warm days and dry trails lie ahead. In many parts of the country the season is here, and it's on the cusp everywhere else! So, cheers to spring and to early indications that the season is off to a nice start for Yeti dealers.

Please read on for your March updates.

Happy Trails,
Chris Heath, Global Sales Manager



ASR. A lot like nothing else.

The ASR is back in a big way. This reincarnated ASR takes everything we learned from previous versions and refined it into a true modern XC race weapon with all the tech you expect from Yeti. We brought the best for our re-entry into XC: zero redundant carbon layup, T Series frame w/o shock weighing in at 1552g, 115mm of ASR Flex Stay suspension, room for two water bottles within the frame. All coming together to create the lightest full-suspension bike we have ever created.

Prices start at \$5600. There's an ASR for everyone.



Bike Shop Freak Deal is live!

Bike Shop Freak Deal continues to roll. Don't wait, secure your shred sled just in the time for the season. While you're at it check out our newly released Renegade ride pant and M's and W's enduro shorts among other newly arrived styles to complete your kit. If you have not done so already go to yeticycles.com/pro to re-apply or apply.

- ASR will not be included in the Bike Shop Freak Deal at this time.

yeticycles.com/pro



'24 Technical Apparel is here! Renegade Ride Pant Callout!

I just donned a new pair of the '24 Renegade Ride Pants and let me tell you the improvements are marked. Bold statement, I know, because the baseline was already a strong piece. Key improvements:

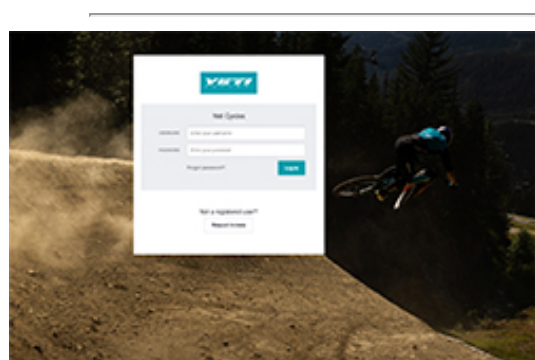
- New Stretch Toray Woven Fabric
- New MD/LG/XL x Long options for taller riders
- Two zippered secured side pockets (with phone slot)
- And my favorite: the rear envelope pocket at the waistband. This pocket will make you forget you put anything in there it works so well.

New apparel is live on B2B, stock up on the New Renegade Ride Pants along with other ridewear ahead of the spring shopping rush.



20% off Trail Sale and 30% off SB165 ongoing

Compliment the newly released ASR with 20% off select 140/120/ARC/135 models as shoppers prepare for the riding season. Pair these with stocking incentives of 15% off on the venerable SB140LR or SB160 and your sales floor will look as good as it did in 2019 with prices to match! Hop on b2b or contact your sales rep to take advantage.



Dealer Asset Migration

We are working to migrate dealer assets from Dropbox to Image Relay. Please use the link below to request access, once requested, we will approve and you'll be on your way. Please reach out to your sales rep if you have any questions or experience any issues.

[Dealer Asset Login](#)



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