



Yeti Dealers,

Happy New Year!

Hope the Holidays were enjoyed by all.

The monthly b2b newsletter continues to be jam packed with important information - so please read on for your January updates.

As always, reach out to me or your sales rep with any questions.

Happy Trails,  
Chris Heath  
Global Sales Manager



**Live to dealers now: T and C Series Trail Sale // Live on all channels February 1st**

While one sale concludes, the next one is on deck as we take a much-needed commercial promotional reprieve. However, dealers get to keep the party going with 20% off T and C Trail models.

**The What:**

20% off T and C Series "Trail" models live to dealers now, live on all channels February 1st. Pricing attached.

**Trail Models include:**

SB120 C2; C3 GX Transmission and T2 including upgrades (Lunch ride kits not included in this promotion). SB140 29" C2, including Factory upgrade (Lunch ride kits not included in this promotion). SB135 C2 and T2, including upgrades. SB135 CLR and TLR, including upgrades. ARC C2 and T2, including upgrades.

**The When:**

The 20% off T and C series Trail sale is live to dealers now and will be live February 1st-April 30th on all channels.

**What about the other models and kits?**

SRAM Transmission builds (except SB120 C3 GX Transmission), 2024 Lunch Ride kits, 2024 160e EP801 kits, and 2024 SB160 are not included in this promotion.

[Canadian Dealer Price Sheet](#)



**Dealer Stocking Incentive**

Spring will be here before we know it and despite the above models/kits not partaking in this latest sale, we're incentivizing dealers with 15% off demo pricing on "non sale" models to diversify the sales floor and earn more on some best sellers. \*Minimum of 3 bike order\*

**\*Excludes SRAM Transmission T Series kits\***

\*Standard demo pricing available for demo bikes, no minimums\*.



**30% off SB165 bikes and frames live on all channels January 10th.**

Sale pricing on SB165 is live to dealers now.

**Don't Forget**

Still hunting even better deals on SB140 LR, SB160, and others? Perfect. Up to 25% off remaining AXS kits (Non-Transmission) is still available while supplies last. Sale pricing is live on B2B or through your sales rep.



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