



Yeti Dealers,

Happy February,

From the only indicator that matters, Punxsutawney Phil of course, it seems we're in for an early spring! I can speak for all of us in saying our excitement for the season grows just like the days this time of year.

Please read on for your February updates. As always, please reach out to me or your sales rep with any questions.

Happy Trails,  
Chris Heath  
Global Sales Manager



**Trail Sale is live**

20% off Trail Sale is live. Now is the perfect time to prepare for spring with great pricing on select Yeti Trail models. 120, 135, 140, and ARC all offer great builds at great prices to stoke out your customer base just in time for spring. Have more of the 140LR or 160 crowd? Don't stress; take advantage of the 3-bike stocking incentive on models not commercially on sale to round out your floor offering and maximize margins!

[Canadian Dealer Price Sheet](#)



**Bike Shop Freak Deal is back February 22nd and runs through April 15th.**

Jump on one of the best deals in the industry just in time for spring. We're knocking the cover off the ball this year and opening a plethora of options across the '24 line.

- Frame only.
- C Series.
- C Series Factory upgrade.

All you have to do is be a full-time employee at an authorized Yeti Dealer and apply or re-apply below

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

**\*Carbon wheel upgrade not available\***



**2024 Technical Apparel**

Crazy times continue in the industry, and we understand inventory levels vary drastically depending on category and segment. Accordingly, we have rolled much of the MY23 line into MY24 with the addition of some new pieces in the race category (Renegade Ride pant; Enduro jersey; Enduro short) and new colors in popular styles across the range collection like Stagecoach Flannel and Ridgway Ride pant. Whether it's a fill in order or full re-stock contact sales today to re-stock or stock your shelves.



**Forgotten, but not gone.**

**SB140 27.5:** Up to 40% off remaining builds. Check with your sales rep for availability.

**SB165:** 30% off complete bikes and frames.



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