



Yeti Dealers,

Happy May.

The season is kicking into gear despite spring playing hard to get in some areas. ASR and ASR Ultimate continue to book strongly, with new orders on the latter booking into August. We've also received our first shipment of ASR C series frames, and many are being assembled, boxed, shipped, and rolled onto your sales floor as we speak. With ASR and 165 booking strong and the C series Trail sale gaining momentum, Yeti dealers are well-positioned to attack the meat of the season with something for everyone. As always, we appreciate your dedication and support!

Happy Trails,  
Chris Heath, Global Sales Manager



**C-Series Trail Sale is Live**

Continue to save up to 20% on select models, plus some additions. Namely top sellers - SB140CLR, SB120CLR, SB160, and 160E. Head to B2B or contact your sales rep to place your order.

Don't forget about stocking incentives. Save big when you bundle 3 or more units to round out the sales floor. We're seeing more and more dealers place special orders for bikes at retail. It's a great time to stock up to maximize margin.

- Stocking incentive orders need to be placed through your sales rep.

C Series Trail Sale runs through July 31st.

[US Dealer Price List](#)

# NEW WARRANTY OPTION

(SOFT LAUNCH)

**New Warranty Option – Soft Launch**

Consumers will have two ways that they can submit a warranty:

1. Take their bike to an Authorized Yeti Dealer and have them submit the claim. (Existing process)
2. Fill out the consumer warranty form themselves and then deliver the bike to their Authorized Yeti Dealer to process the warranty.

How testing will work

1. On a case-by-case basis, we will provide Yeti owners with the consumer warranty form, which they will fill out their information, take pictures, and tell us what Yeti Dealer they will be taking their bikes to.
2. Our Warranty team will review the claim and, if approved, let the owner know to contact their dealer and bring in their bike. We will inform the owner that their dealer will inspect the bike for further needs and provide the owner with pricing for any additional parts and labor.
3. The owner will provide the dealer with their claim number, and the dealer will look up and verify the claim from the existing warranty form. Just select Existing Claim and enter the claim number.
4. We get notified that the dealer has the owner's bike, and we will continue the warranty process the same way we do currently.

Things to know:

- The alternate process is only for owners in the US and Canada.
- Owners still must take their bikes to an Yeti Authorized Dealer
- Consumer Warranty Form - [https://yeticycles.formtitan.com/consumer\\_warranty](https://yeticycles.formtitan.com/consumer_warranty)
- Dealer Warranty Form (see Existing Claim option) - <https://yeticycles.formtitan.com/warranty#/>

**The Yeti B2B site is growing to serve our dealers**

Now live on B2B, the newsletter archive. Find all prior dealer communication dating back to Jan1 '24 in one spot. For a while now dealer newsletters have been jammed packed with important information as we continue to exist in this dynamic sales environment. So, if you miss one, login to the B2B, and head over to the Dealer Information tab.



[YETI CYCLES B2B](#)



**Apparel**

If you haven't already, check out the new '24 technical apparel. We've revamped some best sellers like Renegade Ride Pant; Enduro Short; and Women's Enduro Short in addition to some new colors on venerable pieces like Enduro Short Sleeve and 3/4 jerseys.

If hunting a deal, we've got final sale pricing live on B2B on previous MY colors and styles; all the great features and attention to detail you come to expect from Yeti Cycles apparel at great prices.

[SHOP RIDWEAR](#)

**Don't Forget**

Up to 40% off remaining SB147 27.5 complete bikes and up to 30% off remaining SB165 27.5 complete bikes and frames. Head over to B2B or contact your sales rep and get yours before they're gone.



[YETI CYCLES B2B](#)



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