

Yeti Dealers,

Happy May.

Happy Trails,

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!

Chris Heath, Global Sales Manager



Continue to save up to 20% on select models, plus some

C-Series Trail Sale is Live

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

WARRANTY OPTION (SOFT LAUNCH)

NEW

warranty:

New Warranty Option – Soft Launch

them submit the claim. (Existing process) 2. Fill out the consumer warranty form themselves and

Consumers will have two ways that they can submit a

then deliver the bike to their Authorized Yeti Dealer to process the warranty.

1. Take their bike to an Authorized Yeti Dealer and have

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
- 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,

their dealer will inspect the bike for further needs and

way we do currently. Things to know: The alternate process is only for owners in the US and Canada.

and we will continue the warranty process the same

Authorized Dealer • Consumer Warranty Form -

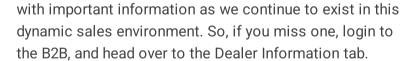
https://yeticycles.formtitan.com/consumer_warranty • Dealer Warranty Form (see Existing Claim option)

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

- https://yeticycles.formtitan.com/warranty#/

The Yeti B2B site is growing to serve our dealers

• Owners still must take their bikes to an Yeti







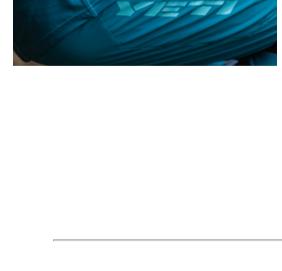
YETI CYCLES B2B Apparel

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.

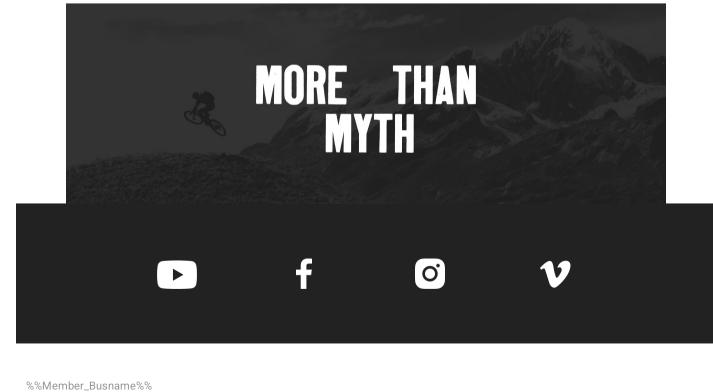
If hunting a deal, we've got final sale pricing live on B2B on previous MY colors and styles; all the great features and attention to detail you come to expect from Yeti Cycles apparel at great prices.

YETI CYCLES B2B



Don't Forget Up to 40% off remaining SB147 27.5 complete bikes and up 30% off remaining SB165 27.5 complete bikes and frames. Head over to B2B or contact your sales rep and get yours

SHOP RIDEWEAR



before they're gone.

yeticycles.com 303-278-6909

%%Member_Addr%%,

%%Member_City%%, %%Member_State%% %%Member_PostalCode%%

Profile Center

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