



Yeti Dealers,

Happy July, hope everyone had a great holiday!

The dog days of summer have arrived with triple digit temps here in the west! I hope everyone is keeping cool and beating the heat.

From what I can gather, dealers are busy with sales and service as riders are hitting the trails in droves. Couple that with strong numbers from our C-Series Trail sale and continued buzz surrounding ASR and 165, we're all keeping busy! We appreciate the continued efforts; stay cool and read on for your July updates.

Happy Trails,  
Chris Heath, Global Sales Manager

**160E Shimano EP801 'Race Specific Update'**



We're delighted to offer the 'Race' tune update as the out-of-the-box profile setting for the 160E EP801 moving forward. Developed over years of race testing, with the Yeti / Shimano EP Racing team, this new tune is getting rave reviews from Yeti staff regarding the more aggressive boost mode, customizable max speed cutoff, and extended assist carryover. For those customers not interested in this profile, they can swap back to 'Profile 2' themselves via the on-bike display or the [E-Tube app](#). This profile is available OE/Dealer only until fall. At \$7650 USD 160E sale price, it's never been more competitive. Here's the link to the Pinkbike article in case anyone missed it - [Race Specific Update](#).

[EXPLORE 160E](#)

**C-Series Trail Sale runs through July 31**



Finish summer strong and save up to 20% on all C-Series complete bikes –this pricing expires at the end of the month. Although T-Series is not on promotion, you can still bundle and save, ask your sales rep to learn more.

Note: 160E is included in this promotion, with the aforementioned new Shimano 'Race' update.

**Don't Forget -**

Great savings remain on in-stock SB140 27.5 and SB165 27.5 models. Hop on to b2b or contact your sales rep while they are still in stock.

[C-Series Trail Sale Price List - CAD](#)

**Drinkware!**



It's hot, and time for a cold bevvie. Load up on new Yeti Cycles drinkware for an easy add-on.

[SHOP HYDRATION](#)



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