



Yeti Dealers,

Where has summer gone? Before we know it, kids will be back in school and cooler temps will descend on most of North America, and what is widely regarded as the best time of year to ride will be upon us.

It's been a jam-packed summer with the successful launch of ASR and 165 most noteworthy. The Yeti / Fox Factory Racing and Yeti / Shimano EP Racing has seen stellar success across multiple disciplines thus far, leading both Elite Men's EDR and Elite Men's E-EDR fields with one round to go.

On the sales front, August will bring the brand some commercial reprieve from the persistent promotional environment the cycling industry and entire outdoor space have inhabited for some time.

Speaking of the general state of our industry, it's not all doom and gloom. Yeti Cycles and Yeti dealers have been resilient. We've all shown that with a finger on the pulse of the market, compelling product, and strong customer service, there is light at the end of the tunnel.

Thanks for continuing to ride with us!

Chris Heath
Global Sales Manger



C-Series Trail Sale

The C-Series Trail Sale is officially over. Thanks to all the dealers who made this promotion a success.



160E

160E is the exception, and will continue at its current sale pricing.



Model Year End Color Event Live to Dealers now, Live on all channels September 10th

Out with the old and in with the new (more on that below). Outgoing MY24 colors are available at huge discounts, to the tune of 20% off T series complete bikes and 25% off C series complete bikes. ALL kits are available in this promotion, color is the only qualifier. So take advantage and stock up on all kits and applicable upgrades.

Details

When: Live 8/1 to dealers and live 9/10 on all channels, while supplies last.

What: All kits and applicable upgrades are available at promotional pricing on the models and colors listed below. Pricing attached.

- SB140 - Sage, Sangria
- SB120 - Dust, Loch
- SB160 - Radium, Cobalt
- ARC - Rhino

ASR / SB165 / SB135 in addition to all carryover colors and kits are not included in this promotion

Another boon for dealers is the Model Year End Color Event can be used to fulfill some or all of your preseason requirements, depending on your dealer level. Your sales rep will be in contact shortly with full details and booking programs for Model Year 25.

[DEALER PRICE LIST](#)



Speaking of Model Year '25

MY25 is slated to launch September 10th and we've got some new colors on the horizon that we can't wait to unveil to dealers. Look out for a call or email from your sales rep regarding all the 2025 Bike and Apparel information in the coming weeks.

NEW WARRANTY OPTION

Consumer Initiated Warranty is Live in US and Canada

We announced the beta program via dealer newsletter back in May and we're happy to announce it is now live. You can reference May's newsletter and all archived newsletters via the "dealer information" tab on the b2b landing page, but here's a brief refresher:

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

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

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 and provide the owner with pricing for any additional parts and labor.

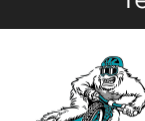
1. The owner will provide the dealer with their claim number, and the dealer will look up and verify the claim from the existing warranty form. Just select Existing Customer Submitted Claim and enter the claim number.
2. We get notified that the dealer has the owner's bike, and we will continue the warranty process the same way we do currently.

The existing warranty link remains the same. As always please reach out to your sales rep or to the warranty department if you have more questions.






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MORE THAN MYTH.