



Yeti Dealers,

Model Year '25 is live!

As most of you have seen, model year '25 brings several new colors, some new suspension, and wheel spec updates worth checking out. All the goods are live on [Yeticycles.com](https://www.yeticycles.com) as well as the B2B portal so if you haven't already, check out the new new!

Read on below to dig into the nitty gritty details surrounding model year '25, and other happenings this month.

Happy Trails,
Chris Heath,
Global Sales Manger



Model Year '25; The Finer Details

New Colors

- Shout out to product for nailing compelling new colors to ring in the new Model Year. Check out the Raw/Gloss SB160, Mustard SB160, Emerald SB140, Red Rum ARC, and Lichen SB120.
- New colors are extremely limited and several are already months out, so if you want some flavor for the floor this fall, get your order in!

New Suspension

- 140 TLR and 140 CLR factory upgrade are shipping with Fox 36 160 Grip X2 damper.
- 120 T and 120 C factory upgrade are now shipping with Fox 34 130 Grip X damper.

MY25 part numbers and EANs have been sent to Workstand, Ascend, and Locally.

MY25 sales assets are live on the B2B under the Dealer Assets tab on B2B.

- Note: complete bike images live in the light background folder.

[MY25 BIKE IMAGES](#)



MY End Color Sale

MY24 end color sale is now live commercially (while supplies last), and on all channels. Many of you have already seen great success across the early stages of the sale; combine the sale bikes with ASR, 165, and new colors, and dealers should have all the ingredients for a strong fall season.

The MY24 end color sale bikes briefly disappeared from the bulk order grid on B2B but are now back. I find the bulk order grid the easiest way to access, check availability, and purchase bikes and frames from B2B. Color sale bikes can also be accessed by clicking the bikes tab on the main nav, then selecting bike archive. Depending on your preference, specs can be viewed via either option.

Remember, MY24 end color sale bikes COUNT towards your preseason commitments; additional discounts can be had on MY24 end color sale bikes if ordered in bulk. If you don't know, please reach out to your sales rep for more information.

B2B PORTAL CHANGES

B2B Portal Updates





September 3rd, we sent an email alerting dealers of the above. If you have not received this alert or are having trouble accessing your B2B account, please reach out to info@yeticycles.com or your sales rep.

MY25 PRE-SEASON

MY25 Preseason Orders Due October 15th.

Most everyone should have received preseason information by now. I know there's a lot to read through especially when you start mixing and matching sale bikes and incentives! I urge you, if you have questions on the details, requirements or how to mix and match sale bikes with retail bikes to hit order minimums, please don't hesitate to contact me or your sales rep.

MY25 Dealer Agreements - Thanks to those of you who have already signed and here's a reminder for those of you who have not. We need the current MY agreement signed before we can release a current order. The email comes from Vi in AR, vlobo@yeticycles.com.

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MORE THAN MYTH.