



YAKIMA

SPRING 2025 UPDATE

EMEA

Agenda

- Business Landscape
- Brand
- Product , Fit, Go-to-Market Tools
- Programs and Summary

Eric Roesinger

Director - Market Development EMEA

Marie Major

Director – Brand & Ecommerce

Dirk Janz

CEO youtility

Garrett Barnum

Director - Category Management, GTM, Fit

Chris Horton

Sr. Category Manager - Bike and Camp

Evan Hampton

Sr. Category Manager – Cargo, Trailer, Water, Snow & Fish

Kristian Kolflat

Sr. Manager – GTM & Trade Communications

Eric Roesinger

Director - Market Development EMEA



Business Landscape

SP25

Market

US



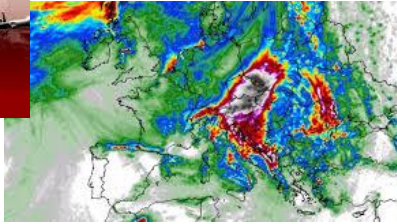
- Las Vegas, 2000 Sq. Ft Booth
- Truck, OffRoad, & Overlanding Focus
- 160,000 + Buyers and Media
- 30 Yakima Employees (US, AU, CN)
- 2023, 2024, 2025 Products Shown



Challenging 2024, shared global factors, strong OE business. Stabilizing in 2025 with path toward growth

Market

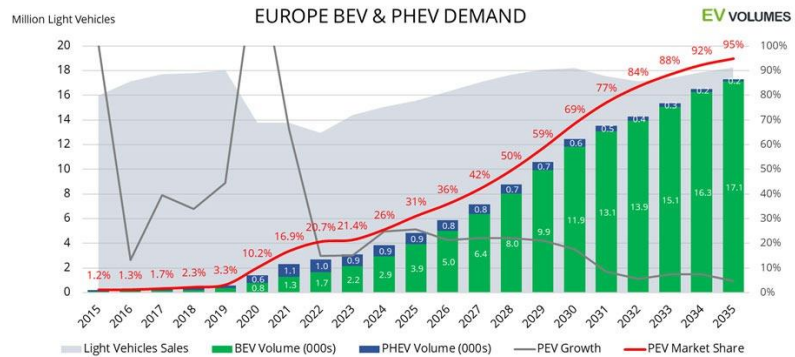
Europe



Continued volatility with some bright spots. Expect further improvement in 2025

Market

Europe



- Sales Growth: 2024 is expected to see moderate growth of around 2-4%, with the overall market stabilizing after a significant recovery in 2023.
- EV Market: Electric vehicle adoption is set to grow significantly, with EVs potentially reaching around 16-18% of the market share in 2024, driven by more affordable models and expanding infrastructure.
- ICE Decline: Internal combustion engine vehicles (both petrol and diesel) will continue to lose market share, falling below 65% of total sales.
- SUV Popularity: SUVs will remain a dominant segment, but there will be a rise in demand for smaller electric vehicles, particularly in urban areas.

Auto sales projected to grow YOY at 2-4%, but rate is slowing vs. PY

Revenue 2024



Slow start and pacing vastly different than expected. Finished H1 on track. H2 Challenging

Revenue 2025



New approach to order planning. Projecting modest growth YOY

Areas of Focus 2024

EMEA

- Focus on **enhanced distributor relationships** and begin shift to better understanding dealer level brand interactions
- Ensure **geographical layout of distribution is conducive to long-term growth** and addressing the needs of dealers
- Add a **fit van and a headcount in Germany** to focus on the meat of the market vehicles and fitment
- Grow **Yakima brand awareness** through tradeshow participation, media partners, social, ambassadors
- Finalize transition of **fit database and front-end web systems** to a singular, modern and flexible platform
- Kick-Off new price **competitive towball program**; commercialize approach for **cargo boxes in market**

Areas of Focus 2025

EMEA

- Renewed planning partnership
- Increased headcount to support order management
- Expand product assortment
- Continue to grow brand awareness
- Develop vehicle fit engine and training
- Enhance digital experience

Continued investment in critical pan-European market

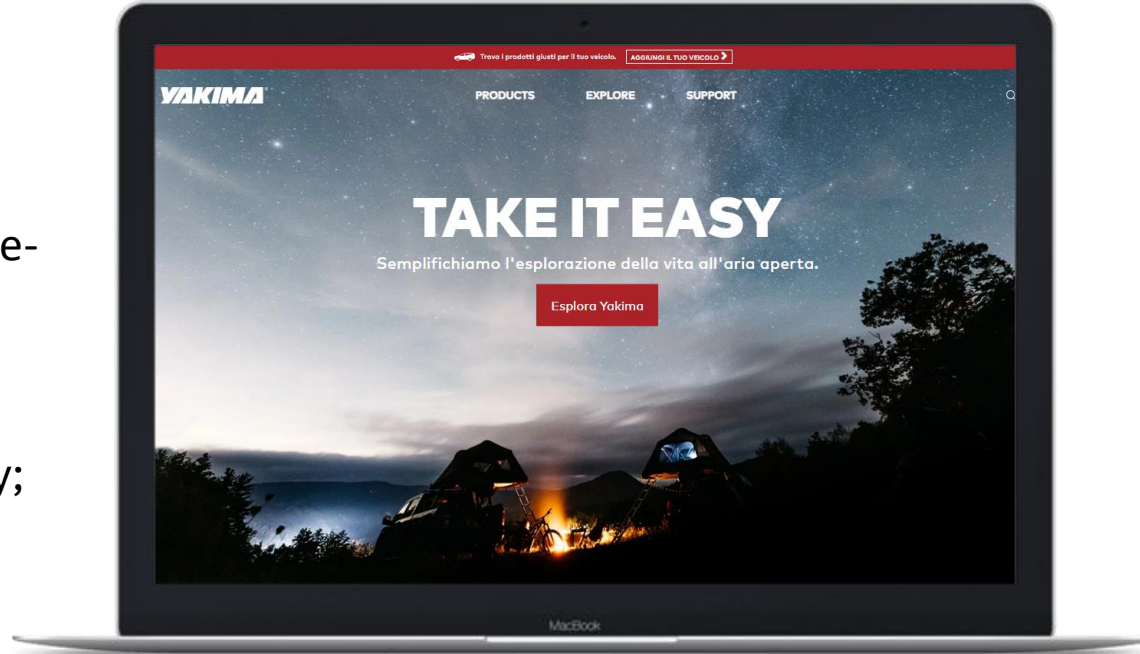


Brand

New Website for Europe

New Platform: Shopify
Launch: 15 December

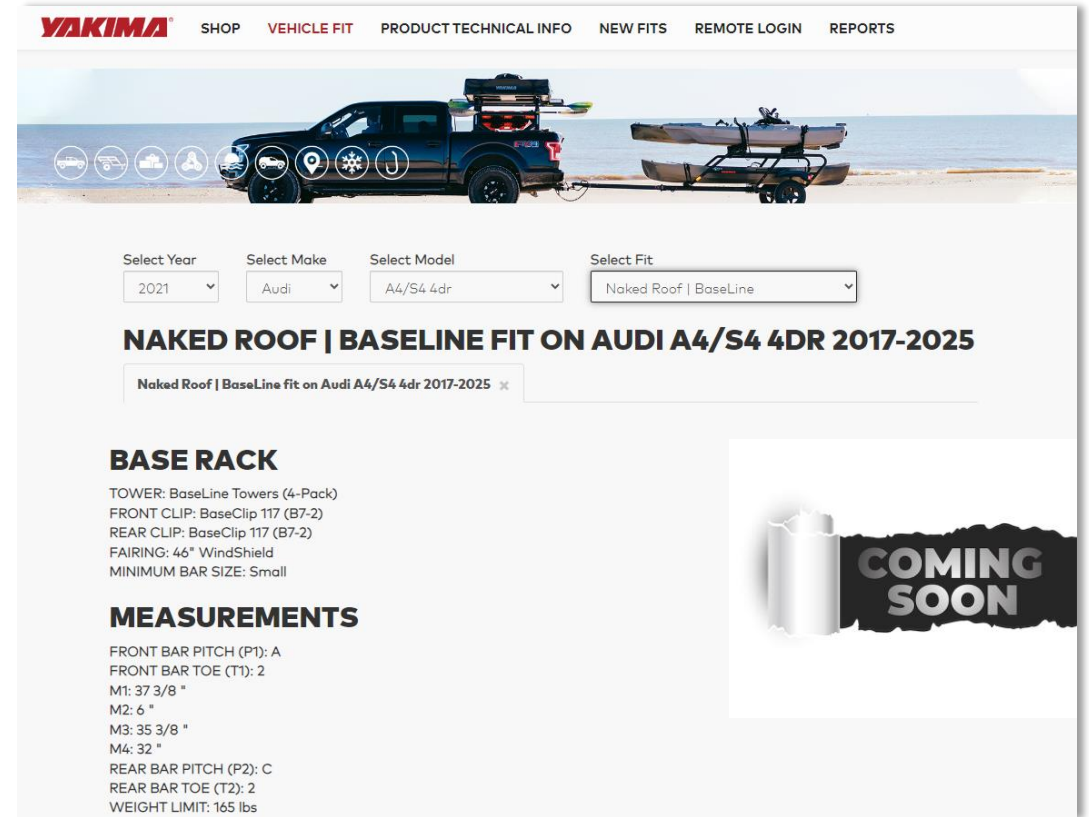
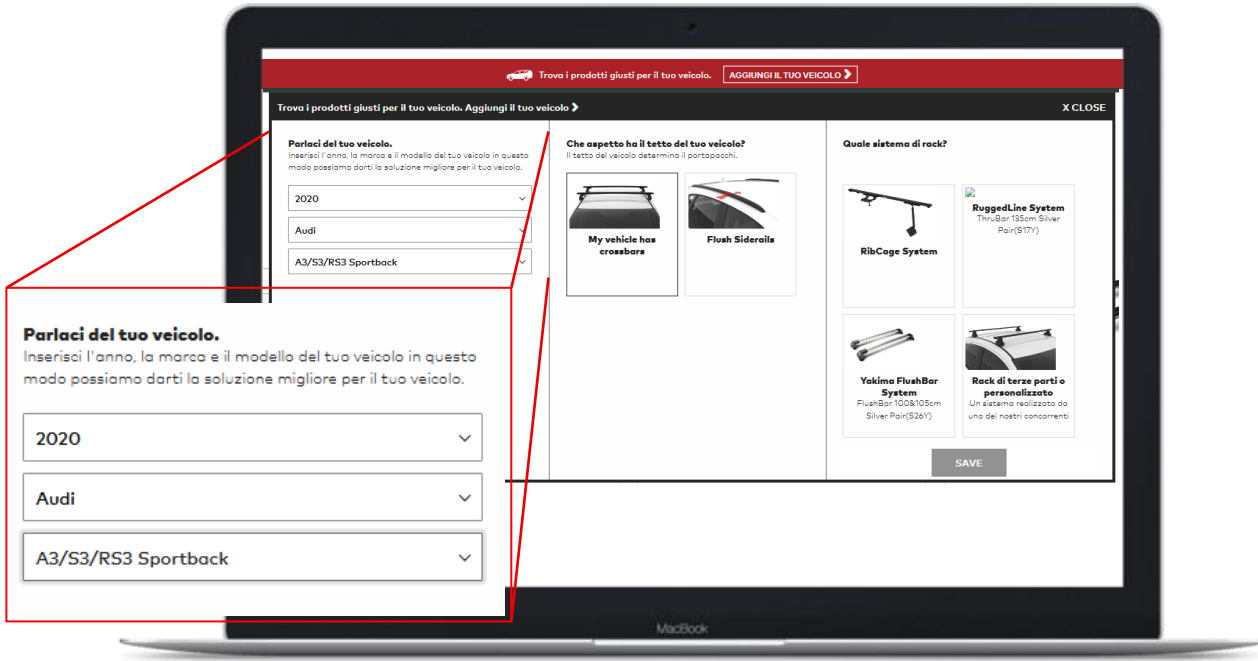
- Magento to Shopify: expect a significantly easier user interface, backend simplification with store management, pre-built themes and customizations, and a wider range of pre-built themes and apps
- BFD: one database for Product and Fit information
- Translations: uses geolocation technology; needs localized feedback



What to expect:

- Regional product assortment, language, currency
- Seasonal homepage image updates
- Opportunity to build a database of customers for engagement via email signups
- Continued refinements: Pricing and spare parts coming soon!

Fit My Car & Pit Tool



What to expect:

- Consumer Facing Fit Tool – allows customer to ensure proper fits to their vehicle
- Dealer Friendly Pit Tool – allows dealers, installers, sales reps access to extra details and fit notes – Coming soon!



BERNARD KERR

Pro MTB world champion, part of Pivot Factory Racing.

@bernard_kerr



JACK MOIR

Enduro MTB world champion, part of the YT mob.

@jackmoir_



MEYER F'

The ultimate advr

@mf'



@fotolek



BUILT TO FISH

gh quality fishing content from NZ's stunning coastline.

@builttofish



CAST FISHING CO

Inspiring the new breed of Australian sport fishes. Living by the tides.

@castmag.co



RIDE MORE AUS

As passionate about riding trails as they are building trails.

@ridemoreaus

Ambassadors

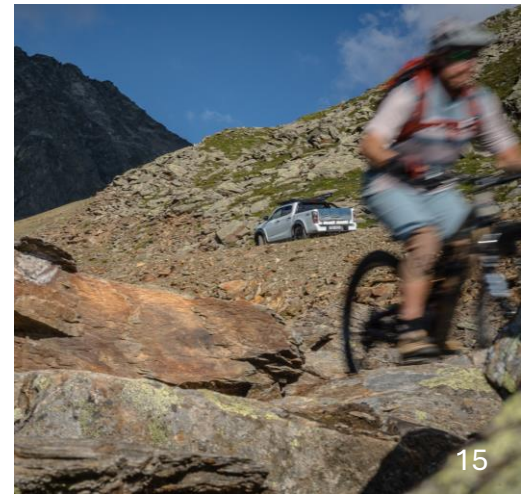
2025 Plans

- Global Ambassador Strategy
- Clearly define expectations for social engagements, events, etc.
- Aid awareness with 2025 Product Launches
- Utilize in photoshoots, brand engagements/events
- Global Yakima blog that shares ambassadors and stories from all regions





Photoshoots & Content



A woman with long brown hair, wearing a black bikini, is captured mid-air as she jumps into a shallow river. Her arms are raised in a celebratory gesture. The river is surrounded by lush green vegetation and rocks. A white, wavy graphic element separates the top half of the image from the bottom half.

2025 Photoshoots

Global Border Lines Brand Campaign

- Micro-campaigns in Europe, Australia and the US

AU Photoshoot

- Help obtain EU content

EU Photoshoot

- May 2025 for newly launched products



Shows/Events

Yakima 2024 Shows

show /Event	City	country	date	Visitors ca.	Focus		Total M ²	Days total
F.R.E.E.	München	Germany	14.-18.February	160.000	Camping/bike/Outdoor	inside	60	7
IWA	Nürnberg	Germany	29.Feb.-3.March	80.000	Hunting Tactical	inside	30	5
Bike Festival	Riva del Garda	Germany	2.-5. May	70.000	Bike	Outside	80	7
Bike Festival	Willingen	Germany	24.-26.Mai	45.000	Bike	Outside	80	4
Abenteuer Allrad	Bad Kissingen	Germany	May 30.-June2.	80.000	4x4/overland	Outside	80	5
Eurobike	Frankfurt	Germany	3.-7.July	90.000	Bike	Outside	80	6
Southside adventure	Friedrichshafen	Germany	19.-21.July	20.000	4x4/Overland	Outside	80	5

Yakima 2025

show /Event	City	country	date	Visitors ca.	Focus	IN or Outside	Confirmed	space M ²	Days
Photo & Video Production -Borderline		Alps	Mid May		new Items		YES	90	4
Distributor Meeting	Portland	Oregon	27.-30.May				YES	90	4
Media /Dealerevent	Caravanpark Sexten	Italy	2.-5. or 10.-13. June	20-30 Journos	all Media from Europe		yes	90	4
Abenteuer Allrad	Bad Kissingen	Germany	19.-22.June	80.000	4x4/overland	Outside	yes	90	4
Eurobike	Frankfurt	Germany	25.-29.June	90.000	Bike/Adventure new	Inside	TBD	90	5
Southside adventure	Friedrichshafen	Germany	18.-20.July	20.000	4x4/Overland	Outside	Yes	90	3
Northside adventure	Basthorst/Hamburg	Germany	12.-14.September	15.000	4x4/Overland	Outside	Yes	90	3

2024 Review & 2025 Show/Event Plans

Media

19



**NAS FÜR EIN
KRASSES TEIL**

eine erste Kunde. Sitzt man hinter dem Volant, fühlt es sich zunächst an wie in einem ganz normalen D-Max. Denn durch die vorn zur Mitte hin laufenden Kanten der Haube sieht man die tatsächliche Breite des Isländers vom Fahrersitz aus nicht wirklich. Das offenbart sich erst beim Blick in den Seitenspiegel. Dort sind die

man sich schnell. Im Gegensatz zu einem D-Max ab Werk zieht der hier allerdings die Blicke auf sich. Und das liegt sicher nicht nur am norwegischen Kennzeichen. Und im Gegensatz zu einem Pickup von der Stange nimmt einem mit dem Arctic Truck keiner die Vorfahrt. Im Gegenteil, andere Verkehrsteilnehmer machen brav

Hänge hoch und lässt verworfene Untergründe problemlos unter sich dahingleiten. Ab und zu senkt sich eines der Räder in eine Vertiefung oder drückt sich bei einer Bodenwelle nach oben. Im Inneren bekommt man das zwar mit, aber so dezent, dass man denkt, dass es gern auch heftiger zur Sache gehen dürfte.

UMBAU-HIGHLIGHTS



Sandbleche
Maxtrax MK II,
EUR 299,-/Paar

Wassertank
Yakima Roadshower,
26 Liter, EUR 599,90

Markise
Yakima Majorshady,
270 Grad, EUR 999,90

Dachzelt
Yakima Kyrise HD,
EUR 2.199,90

Zusatzscheinwerfer
Lightbar Lazer Linear 42, EUR 1.150,-

Zusatzscheinwerfer
2 x Vision-X Multiled 8,7, EUR 1.275,-/Paar
2 x Vision-X Multiled 6,7, EUR 1.250,-/Paar

Reifen BF-Goodrich All Terrain
T/A KD2, 37x12,5 R17,
ca. EUR 450,-/Stück

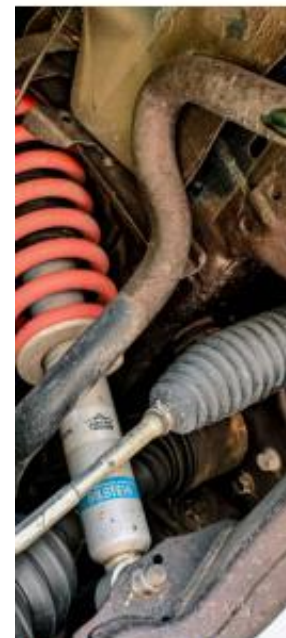
Differentialsperre
(vorn) ARB Airlocker
EUR 1.420,-

Dachträger
Yakima LNL-Plattform A,
EUR 799,90

Ladeflächen-Rack Yakima Overhaul HD, HD-Bar, MÖLLE-Panel,
EUR 1.409,90 (komplett)

KONTAKT
Arctic Trucks
Tel. 00 354 - 5404900
arctictrucks.is
Yakima
Tel. 01770 - 777 27 38
yakima.de

14 4x4action



is-Fahrwerk kommt von Bilstein
nug Platz für die großen Räder.



Mit Dachzelt und 270-Grad-Markise wird der wuchtige Pickup zur
Ladefläche ist mehr als genug Platz für Gepäck und Ausrüstung.



-Rack ist ein Yakima-Wassertank befestigt. Druckluft aus den zusätzlichen
orgt für ausreichend Wasserdruck, um auch dreckige Schuhe abzuspritzen.

Die Yakima-Camp
Deutschland. Bei



DER WILL DOCH NUR SPIELEN

rennt das. Ein Hund stürmt auf sie, sieht gefährlich aus und bellt. Christine, Hundehalterin oder -halterin, dann gerne mit dem Spruch, vierbeiniger Gefährte doch nur wolle. Nun ja, mag nicht jeder. Aber man muss vor dem Wrangler Rubicon und seiner Frau Christine aufpassen. Er ist nicht böse, aber er hat einen bösen Blick. Und auch wenn er nicht böse ist, doch er hat einen bösen Blick. Und auch wenn er nicht böse ist, doch er hat einen bösen Blick. Und auch wenn er nicht böse ist, doch er hat einen bösen Blick.

René haben die beiden lediglich in schwarz. In jedem Fall eine gute Wahl. In jedem Fall eine gute Wahl. In jedem Fall eine gute Wahl.

EIGENTLICH IST DER JEEP DAS FAHRZEUG VON CHRISTINE, RENÉ DARF IHN SICH ABER AB UND AN MAL AUSLEIHEN

René mit den grobstolligen Gummis auf den Originalfelgen völlig aus. Und die ganz richtig heftigen Strecken wollen weder René noch Christine fahren. Streng genommen ist der Wrangler auch Christines Fahrzeug. René fährt im Alltag einen anderen Wagen. Aber wie das eben so ist, darf er sich den Jeep ab und zu ausleihen. Und das eine oder andere Zubehörteil montieren. So zum Beispiel den Kühlergrill mit dem bösen Blick. Der stammt von 4-Wheel-Parts und wurde in Wagenfarbe lackiert. Ab Werk kommt er in Schwarz. Oder die Rugged-Ridge-Schutzgitter für die Heckleuchten, die René bei KS-Tuning bestellt hat.

Die aufgeklebte Jeep-Silhouette – in passendem Rot – hat er dagegen mit dem Schneidplotter selbst hergestellt. Als Vorlage diente das Emblem, das die originalen Felgen ziert. Ebenfalls nachgerüstet

BASIS

SERIENFAHRZEUG	
Modell	Jeep Wrangler Rubicon 2.0
Baujahr	2011
Bauzeit	seit 2011
Neupreis (2019)	EUR 57.000,-

KAROSSERIE	
Aufbau	Leiterrahmen m. aufgeschr. Karosserien
LxBxH	4.882 x 1.894 x 1.838 mm
Radstand	3.008 mm
Leergewicht	1.938 kg

MOTOR	
Bauart	Vierzylinder-Benzin-Reihenmotor
Hubraum	1.995 cm³
Leistung	272 PS @ 5.250 U/min
Drehmoment	400 Nm @ 3.000 U/min

ANTRIEBSYSTEM	
Getriebe	Achtgang-Automat
Antrieb	Permanent-Allrad, abschaltbar
Geländeunterstützung	4.0Ti
Sperre vorn/zentral/hinten	●/●/●

FAHRWERK	
Radaufhängung vorn	Starrachs
Radaufhängung hinten	Starrachs
Federn vorn	Schraubenfeder
Federn hinten	Schraubenfeder
Reifengröße	255/75 R17



Die Plattform stammt von Yakima und ist mit dem flachen Fußkitt montiert. Hier sollen später Dachzelt drauf und eine Markise drin.



Das Modulare Yakima-Blindensystem kann modular zusammengestellt werden. Das Brett kann auch als Basis für eine mobile Küche genutzt werden. René ist das Setup nicht, aber etwas unhandlich, weswegen René (rechts) sich zur Demonstration etwas Unterstützung geholt hat. Die Jeep-Rücklichtgitter hat René mit dem Schneidplotter selbst gefertigt. Das Signet ist ab Werk auch auf den Felgen zu finden.



JETZT!

Wir konfigurieren Ihr Unimog Expeditionsfahrzeug

RKF BLESSES Unimog Generalvertreter

www.rkf-bleses.de

2024 Brand Awareness

- We displayed at several shows plus various dealer openings and open doors .
- The interest to partner or coop with Yakima is increasing: partnered w/ Audi on a project Q6 Dakar, Yakima spec'd Isuzu D-Max on various shows; displayed at Isuzu Germany
- Arctic trucks, Porsche Cayenne builds, Subaru Germany etc.
- Showing the Yakima world at all shows created awareness on all categories
- Falkentyre raffle off in 13 European countries was successful March 15.-May 30.24
- Skyrise villages booking rate is at 85-90% from May - Sept.
- Advertising in the 2 biggest 4x4 Magazines (4x4 Action and Offroad)
- *Goldrausch* on TV on D-Max in Canada, Australia, Austria

ZUSATZGEWINNCHANCE NUTZEN!



5x eine Yakima Dachbox „SkyTour 420 L“
im Wert von je **799,90 €**.



5x einen 3er Bike-Träger „JustClick“
im Wert von je **729,90 €**.



3x einen Sommer-Urlaub für 2 in dem Yakima Skyrise Village –
5 Sterne Camping in den Dolomiten, Südtirol im Wert von je **1.000 €**.



25x Aral SuperCard*
im Wert von je **100 €**.



25x — EnBW Ladeguthaben
im Wert von je **50 €**.

Alle Infos & Gewinnspielteilnahme unter: [MIT-FALKEN-GEWINNEN.DE](https://www.mit-falken-gewinnen.de)



2025 Brand Awareness Plans

- We will continue to increase awareness in the DACH region to strengthen the brand and let it transfer to the neighbourhood countries .
- Audi Q6 project to be finished
- New Porsche Cayenne
- Co-op with Ledlenser
- Strengthen the partnership with Falken
- Goldrausch in TV on D-Max - more opportunities
- LOEF Vans of Hamburg to coop
- Set up 5-6 Key stores in Germany





Product, Go-to-Market, Fit

SP25

Category Management Team



Garrett Barnum

Director - Category Management, GTM, Fit

Chris Horton

Sr. Category Manager - Bike and Camp

Evan Hampton

Sr. Category Manager – Cargo, Trailer, Water, Snow & Fish

Kristian Kolflat

Sr. Manager – GTM & Trade Communications

Todd Scott

Sr. Category Manager – Fit, Roof Racks & Truck

Chris Adams

Product Manager – EXO

Josh Isaac

Product Manager – AU & NZ

2025 Europe Collection – SP1

CATEGORY	PRODUCT	PART #	STATUS	REPLACEMENT DETAILS
ROOF RACKS	RibCage JK 4DR	8001051	NEW	For Jeep Wrangler Hardtop JK 4-door, 2007-2017
ROOF RACKS	RibCage JL 4DR	8001052	NEW	For Jeep Wrangler Hardtop JL 4-door, 2018+
TRUCK	OverHaul MOLLE Panel, Short	8001178	NEW	Used with OverHaul HD
TRUCK	OverHaul MOLLE Panel, Mid	8001179	NEW	Used with OverHaul HD
ROOF RACKS	LockNLoad Platform - size U (Unassembled)	9820380	NEW	213.0cm x 148.5cm
ROOF RACKS	RuggedLine T6	9812171	NEW	For Volkswagen Transporter T6 Gen6 Van SWB TM



ROOF RACK



TRUCK



2025 Europe Collection – SP1

CATEGORY	PRODUCT	PART #	STATUS	REPLACEMENT DETAILS
CAMP	OverNOOut 180	8007516	NEW	
CAMP	OverNOOut 180 Wall Kit	8007517	NEW	For use only with 8007516
CAMP	OverNOOut 270 XL, LH	8007524	REPLACEMENT	Replaces 9805001 MajorShady LH (EU)
CAMP	OverNOOut 270 XL, RH	8007525	REPLACEMENT	Replaces 9805002 MajorShady RH (EU)
CAMP	OverNOOut 270 XL Full Wall Kit, LH	8007526	NEW	For use only with 8007524
CAMP	OverNOOut 270 XL Full Wall Kit, RH	8007527	NEW	For use only with 8007525



BASE CAMP

2025 Europe Collection – SP2



BASE CAMP

SkyRise & SkyPeak HD

Building the best



CARGO

SkyBox NX & CBX

Premium excellence



CARGO

MOD System In-Vehicle Drawer System





BaseCamp

SP25

YAKIMA

BaseCamp



THE EPICENTER OF THE CAMPSITE

The vehicle is now the center of the modern campsite. Yakima Rack Systems and Base Camp products, like our rooftop tents, awnings, showers and other accessories, make life more comfortable outside in far away places.



SkyPeak HD Tent

SP25

2025

SkyPeak HD



USER TARGET

From rigorous overland travelers, to those just getting out of town for a few days to a local campground. This group is passionate about getting out, not necessarily about overlanding specifically, for many its to take their bikes or climb a trail. They want a premium and durable tent as their base camp.

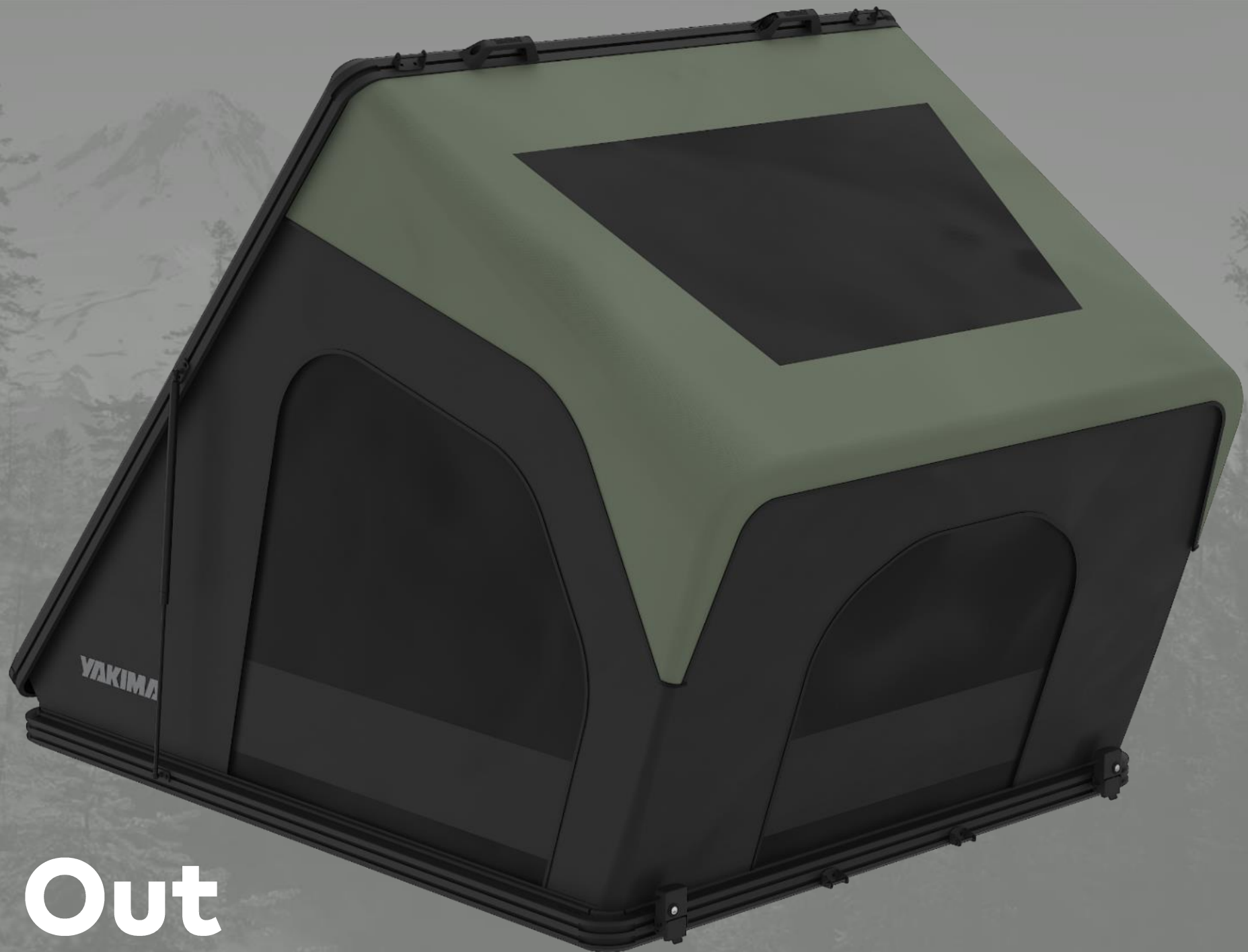
DURABLE, SPACIOUS, QUICK

SkyPeak HD's Full Aluminum clamshell body opens in seconds with an extended interior pop-out and spaciouly steep roof line. Inside, a four-season, waterproof haven with a memory foam mattress and light blocking fabrics keep it cozy. Built-in LED lighting, dedicated gear and electronic storage makes it a usable interior.

LAST, BUT NOT LEAST...

Barefoot-friendly designed ladder makes midnight escapes feel like stepping out on a cloud, but two shoebags included just in case.

New low profile, easy to install tent clamps designed by the experts in roof racks, and



Pop Out



New Clamps



Custom Ladder



Annex



Brand	YAKIMA	James Baroud	Vickywood	iKamper
Style	NEW SkyPeak HD	Discovery	Alu Triangle Hard Shell Roof Tent CUMARU 135 ECO	BDV (Non Pop Out)
MSRP	€3,499	€4,795 (M)	€3,590	€3,990 Duo
Interior Dimensions	2070 x 1379 mm	2000 x 1400 mm	2000 x 1300 mm	2130 1350 mm
Exterior Dimensions	2159 x 1473 x 165 mm	Approx. 2100 x 1500 x 335 mm	2200 x 1450 x 207 mm	2280 x 1490 x 200 mm
Headroom	1715 mm	1300 mm	1500 mm	1499 mm
Tent Weight	82 kg	60 kg	89 kg	79 kg
Shell Material	Aluminum	PC/ABS	Aluminum	Aluminum

*reflects 2024 pricing



YAKIMA

YAKIMA

YAKIMA

TRD 4X4



SkyRise Tents

SP25

RoofTop Tents

2025



SoftShell

Pros

Least Expensive, Large Interior, Lightweight And Small, Works With Smaller Vehicles, Covered Ground Area Under Tent, 4 Sided Views

Cons

More Difficult To Setup And Pack Up, More Exposed To Elements And Wind Noise While Camping, And Driving, Less Durable, Lest Aero



HardShell Wedge

Pros

Super Fast Setup And Pack Up, Large Interior, Weather Protective And Quiet. Modified Pop Out Version Extra Quiet And Creates Larger Interior Space, Most Durable

Cons

Limited To 2-3 People Of Interior Floor Space, Larger Vehicle Required



SkyRise HD

- Extended canopy for additional weather protection/privacy
- Extra-wide, sculpted ladder steps for barefoot use
- New tent clamps designed by the experts in roof racks
- Durable 600D main fabric & deluxe interior org for long trips
- 3 Person Only – 59 kg



SkyRise SL

- Lightweight, easy to install and deploy
- Extra-wide, sculpted ladder steps for barefoot use
- New tent clamps designed by the experts in roof racks
- 3 Person Only – 54 kg



HD Extention



Internal Org



HD Annex



SL Annex



New Clamps



Custom Ladder

RoofTop Tents

2025

SKYPEAK HardShell Tent



Brand	YAKIMA
Style	NEW SkyPeak HD
RRP	€3,499

SKYRISE SoftShell Tents



YAKIMA	YAKIMA
NEW SkyRise HD	NEW SkyRise SL
€2,199	€1,549

*reflects 2024 pricing





OverNOut Awnings

SP25



OverNOut 270 XL



OverNOut 180

2025

OverNOut

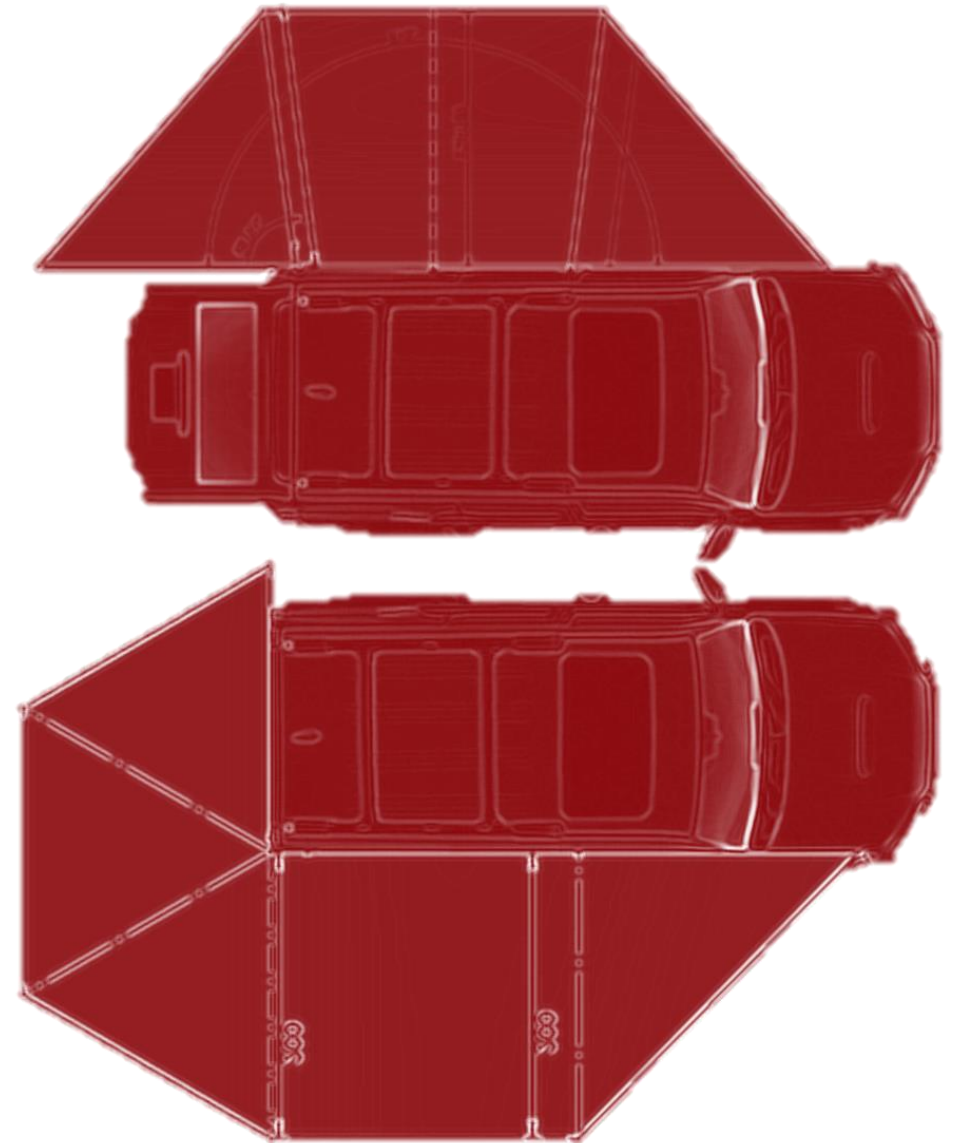
KEY ATTRIBUTES

- One Person Fast & Easy Deployment
- Freestanding For Uninterrupted Space & Fast Setup
- Tough, Backcountry Tested Materials & Design

NEW 180 FREESTANDING AWNING protects you from both rain and sun with 8.73 sqm of coverage that quickly deploys with ease without blocking door hatches, tent ladders or vertical bikes racks on the rear of the vehicle.

NEW EXTENDED 270 XL FREESTANDING AWNING adds a new arm for greater coverage, 12.26 sqm, to the side of the vehicle creating greater sun and rain protection

AWNING FULL WALL KITS ACCESSORIES for both the 180 & 270 awning turn the awnings into extra-large rooms. Wall kits are sold separately, and specific to each awning.



Freestanding Swing Arm



Pole Supported



MSRP	OverNOut 270 XL RH & LH	OverNOut 180
Price	€1,129	€929
Size	12.26 sqm	8.73 sqm
Special Features	Freestanding	Freestanding
Wall Kit	€449 Left & Right Full Kit	€349, Full Kit

OverNOut MD	OverNOut SM
€599	€549
3.90 sqm	2.79 sqm
Universal Fit	Universal Fit
No	No

YAKIMA®

TAKE IT EASY.





Cargo

SP25



SkyBox NX

MODERN CARGO BOX FOR ALL



SkyBox NX LG (453 L)

Perfect for shorter roof lines and CUVs, this box will become the go to for hard to fit vehicles as it will fit on most anything with crossbars.



SkyBox NX XL (510 L)

This becomes the ski box in the line with the ability to carry 195cm ski along with best-in-market hatch clearance.



SkyBox NX

MODERN CARGO BOX FOR ALL

- SkyBox NX LG
 - ✓ 453 L of cargo space
 - ✓ Perfect for CUV or vehicle with shorter roof lines
 - ✓ Hauls gear for up to 3 campers; fits skis up to 175 cm
- SkyBox NX XL
 - ✓ 510 L of cargo space
 - ✓ Perfect blend of gear hauling combined with hatch clearance
 - ✓ Hauls gear for up to 5 campers; fits skis up to 195 cm



Full metal opening handle is easy to use and locks gear inside the box and the box to the vehicle.



Market-leading internal usable space with an unobstructed flattened floor provides more space for your gear.



Optimized hatch clearance for better vehicle fit.



Removable torque limiting knob ensures a safe and secure installation.



SkyBox NX

MODERN CARGO BOX FOR ALL

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Removable torque limiting knob ensures a safe and secure installation.



Market-leading internal usable space with an unobstructed flattened floor provides more space for your gear.





Brand	YAKIMA	YAKIMA	THULE	THULE
Cargo Box	SkyBox NX LG	SkyBox NX XL	Force XT L	Force XT XL
Size	453 L	510 L	450 L	500 L
RRP	€ 649	€ 749	€ 600	€ 700
Opening Handle	Full Metal	Full Metal	Key Driven w/ Protector	Key Driven w/ Protector
Max Ski Length	175 cm	215 cm	175 cm	215 cm
Weight	21.8 kg	24 kg	18 kg	21.3 kg
Mounting Hardware	Removable Torque Tool w/ Full Metal Claw	Removable Torque Tool w/ Full Metal Claw	PowerClick	PowerClick
Hatch Clearance	1193 mm	1270 mm	1207 mm	1299 mm
Gear Capacity	3-5 pairs of skis, gear for 3 campers	5-7 pairs of skis, gear for 5 campers	3-5 pairs of skis, 3-4 snowboards	5-7 pairs of skis, 3-5 snowboards



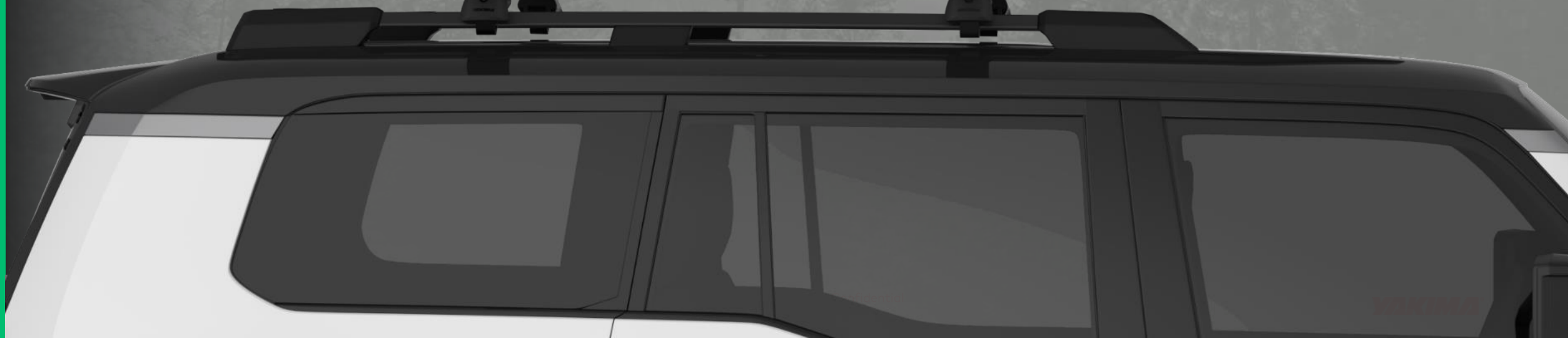
CBX

SP25



CARGO

CBX Obsidian





CARGO

CBX Obsidian





CBX LG (453 L)

Perfect blend of looks, gear fit and hatch clearance for high end wagons and SUVs. A proven winner with an updated automotive shiny finish and black chrome badging.



CBX XXL (609 L)

The largest premium cargo box on the market, CBX XXL provides the perfect blend of style and space for the high end large SUV. A proven winner with an updated automotive shiny finish and black chrome badging.



CBX

PREMIUM CARGO BOX

- CBX LG
 - ✓ 453 L of cargo space
 - ✓ Perfect for high end vehicles with modern aesthetics
 - ✓ Hauls gear for up to 3 campers; fits skis up to 185 cm
- CBX XXL
 - ✓ 609 L of cargo space
 - ✓ Largest premium cargo box on the market
 - ✓ Great for larger high end vehicles with modern aesthetics
 - ✓ Hauls gear for up to 5 campers; fits skis up to 215 cm



Intuitive and easy to grab lid handle locks gear inside the box and the box to the vehicle.



Premium automotive finish and style for a high-end look.



Removable torque limiting knob ensures a safe and secure installation.



Optimized hatch clearance for better vehicle fit.



CBX

PREMIUM CARGO BOX

- CBX LG
 - ✓ 453 L of cargo space
 - ✓ Perfect for high end vehicles with modern aesthetics
 - ✓ Hauls gear for up to 3 campers; fits skis up to 185 cm
- CBX XXL
 - ✓ 609 L of cargo space
 - ✓ Largest premium cargo box on the market
 - ✓ Great for larger high end vehicles with modern aesthetics
 - ✓ Hauls gear for up to 5 campers; fits skis up to 215 cm



Removable torque limiting knob ensures a safe and secure installation.



Market-leading internal usable space with an unobstructed flattened floor provides more space for your gear.



YAKIMA

THULE



Brand	YAKIMA	YAKIMA	THULE	THULE
Cargo Box	CBX LG	CBX XXL	Motion 3 L	Motion 3 XXL
Size	453 L	609 L	450 L	600 L
RRP	€ 849	€ 1049	€ 800	€ 1000
Opening Handle	Full Metal	Full Metal	SlideLock	SlideLock
Max Ski Length	185 cm	215 cm	180 cm	215 cm
Weight	23.1 kg	26.3 kg	20 kg	25 kg
Mounting Hardware	Removable Torque Tool w/ Full Metal Claw	Removable Torque Tool w/ Full Metal Claw	PowerClick	PowerClick
Hatch Clearance	1143 mm	1327 mm	1304 mm	1391 mm
Gear Capacity	5-7 pairs of skis, gear for 3 campers	5-7 pairs of skis, gear for 5 campers	5-7 pairs of skis, 3-4 snowboards	5-7 pairs of skis, 3-5 snowboards



MOD System

SP25

Adventure Vehicles

IN-VEHICLE GEAR STORAGE

Adventure vehicles are coming in all shapes and sizes.
Vans...yes. Trucks...yes. SUV's...yes.
Wagons and smaller CUV's...YES!

People want to outfit vehicles to make their adventures easier, especially when it comes to organizing their gear.

People want to personalize it.



For Everyone

Yakima set out to solve these problems and make a system that is more universal, lighter weight and less expensive while still capturing the basic essence of what competitive drawer systems provide, maybe with an adventure vehicle "light" feel?

The idea is to bring In-Vehicle Storage solutions to the masses with a more universal system that is less expensive, lighter and more Yakima.



Yakima MOD Drawer System

MODULAR IN-VEHICLE STORAGE SYSTEM



MOD in Lexus GX550 at SEMA 2024



Yakima MOD System

IN-VEHICLE STORAGE SYSTEM

- Rear cargo area gear storage & organization
- Full system of drawers and accessories
- "Universal" attachment in many vehicles
- Completely configurable



Yakima MOD System: HomeBase & Toppers

IN-VEHICLE STORAGE SYSTEM

- MOD HomeBase is base unit for MOD System
- 3 sizes for different vehicles and needs
- MOD Toppers come in 3 sizes to match HomeBase
- Attach to HomeBase with 4 spring loaded bolts

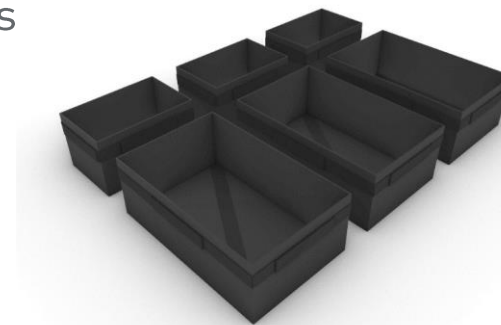


Yakima MOD System: GearCrate, GearTote, MicroTotes

IN-VEHICLE STORAGE SYSTEM

- GearCrate: premium tote with rigid walls and lid
- GearTote: basic tote with open top
- Quick attachment to MOD system

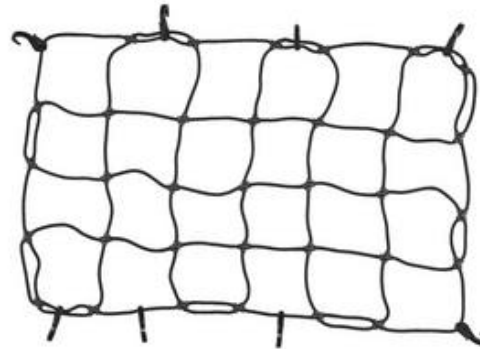
- MicroTotes: easy organization cubes for inside drawers



Yakima MOD System: Accessories

IN-VEHICLE STORAGE SYSTEM

- MOD Work Space is a drop in table top (2 Sizes)
- MOD Stretch Net (1 Size)
- MOD Fridge Slide Mounting Kit (for Dometic Slides)



Yakima MOD System: Accessories

IN-VEHICLE STORAGE SYSTEM

MOD FIT Specific Accessories

- MOD Riser Kit
- MOD Fit Kit 1 (specific vehicles)



Yakima MOD System Pricing



Product	Price
HomeBase M	€ 950
GearCrate / Tote M	€ 185
GearCrate / Tote M	€ 185
Total	€ 1320



Product	Price
HomeBase L	€ 1100
Topper L	€ 775
Topper L	€ 775
Total	€ 2650

Yakima MOD System

IN-VEHICLE STORAGE SYSTEM

NEW



MOD HomeBase MD
#8007465

NEW



MOD HomeBase LG
#8007466

NEW



MOD HomeBase XL
#8007467

NEW



MOD Topper MD
#8007468

NEW

MOD Fridge Side Mounting Kit
#8007476

NEW

MOD Fit Kit 1
#8007472

NEW

MOD Stretch Net
#8007477

NEW

MOD Riser Kit
#8007472

NEW



MOD Topper LG
#8007469

NEW



MOD Topper XL
#8007470

NEW



MOD Work Space
MD/LG #8007474, XL #8007475

NEW



MOD GearCrate MD
#8007478

NEW



MOD GearCrate LG/XL
#8007479

NEW



MOD GearTote MD
#8007480

NEW



MOD GearTote LG/XL
#8007481

NEW



MOD MicroTotes
#8007498



Yakima MOD Strengths

Easy for anyone!!!

- Simple shopping/vehicle fitting experience
 - Vehicle fits listed online
 - Modular & easy to customize
- Approachable to install & use
 - Non-custom install (no drilling)
 - "Universal" fit in vehicles
 - No permanent modification to vehicle
 - Transferrable to a new vehicle
- Useful for anyone with SUV or wagon
 - For Outdoor Consumers & Anyone else, too!



2025 Europe Collection – SP2



BASE CAMP

SkyRise & SkyPeak HD

Building the best



CARGO

SkyBox NX & CBX

Premium excellence



CARGO

MOD System In-Vehicle Drawer System





Go-to-Market Tools

SP25

Sell-In Tools



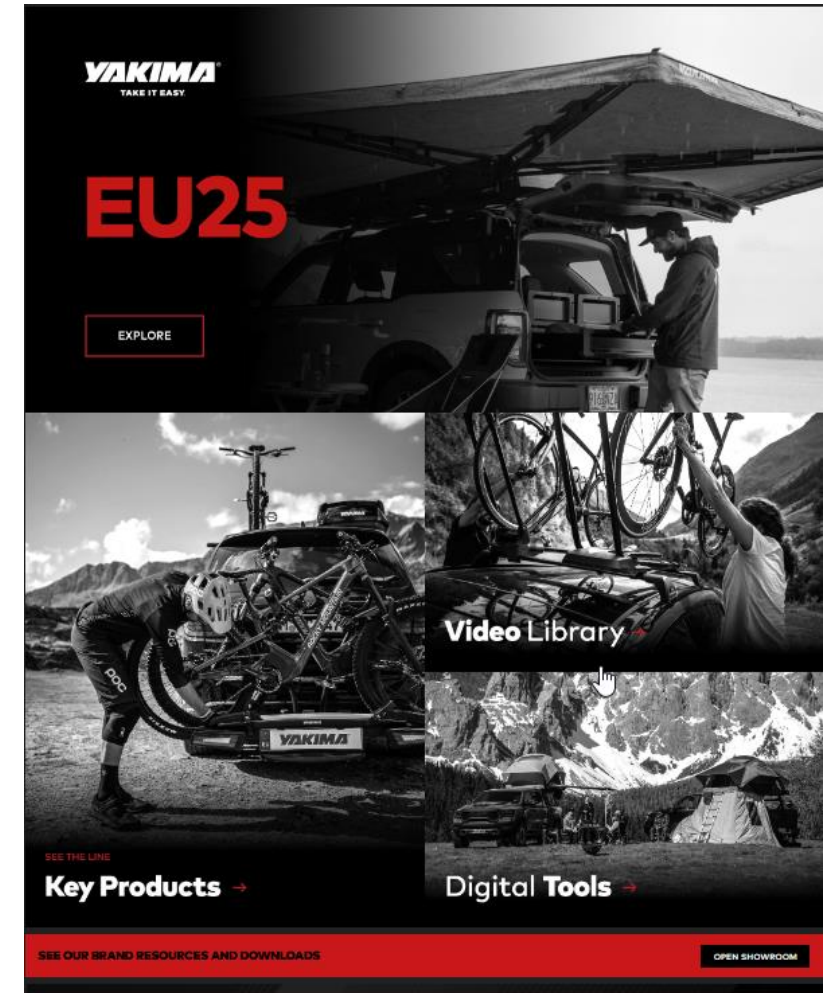
S25 B2B Asset Deliverables

	Delivery Date
Digital Showroom	Nov. 19, 2024
Product Overview Videos via Showroom	Nov. 19, 2024
Price Lists (Digital)	Nov. 19, 2024
Print Catalog	Q1/Q2 2025



showroom.yakima.com

- Note The Web Address
- Content Available On-Demand
 - Interactive Product Launch Catalog
 - Video Library
 - Digital Resource Download
 - Password Protected
 - Link Library (Bynder + Garage)
- Dealer/Rep Access Continued
- Reset My Password Option Added
- Requesting Access: email me/Eric, use the request link on home page to self-register





YAKIMA®

GARAGE

ONLINE TRAINING

LEARN & EARN





Fit Update

SP25

EU Vehicle Fit

- New Fit Developer hired for EU market
- Training, equipment, new Fit vehicle
- Building dealer network & good vehicle access for EU
- Vehicle priorities from global tools & EU partners
- Employed by Youtility, technical direction from US HQ
- Part of Global Fit Team & global vehicle priorities
 - Some EU fits coming from AU & US (and China!)
 - Fits developed in EU will go to AU & US & CN



Batu Senkesen
EU Fit
Stuttgart, Germany

What to expect:

- Contact by Batu to get vehicle priorities for your markets
- New EU fits beginning in January 2025

EU Vehicle Fit

Global Fit Development Chart & Vehicle Fit Database

- Tracking all vehicles with end year 2012 and newer
- All products: StreamLine, Smart Foot, ROC, Truck & LockNLoad
- Tracking 1776 vehicles in the EU region, to prioritize target vehicles
- Fit Teams in US, AU & EU can coordinate efforts
 - Team with earliest vehicle access will do the fit work
 - Final fit data is shared, and can go live in all markets
 - This drove a fit coverage increase in EU for Baseline in the month of October.

What to expect:

- Faster vehicle fits
- More vehicle fits than just EU team can produce
- New functionality on website, for all product types

2024 YTD fit efforts

- 20 vehicles/54 fits prior to Jonas's departure
- 730 vehicles assessed/1530 fits in US and ANZ. 30% of that is applicable in EU
- Most of this will show up on new EU website



Programs and Summary

SP25

SP Program

Meaningful 1st 's

MOQ
Reduction

Improved
Lead-times
via MD
Program

Consolidation
of 3rd Party
Products

Discounts and
Dating for
Marketing

SP1 Orders



From
Yakima

CRD Estimate
End of Dec

From
3rd Party

CRD Estimate
Feb/Mar

**Chris Hawkins
providing CBM
updates and
forwarder
engagement in
coming weeks.**

SP Program

SP2 Orders *Due December 1st

Includes Tents,
Boxes, and
Bike

Some from
US

Consolidation
of
3rd Party
Products

SP 1 MOD
Accessories



Yakima
China

CRD Estimate
Feb/March

Yakima
US

CRD Estimate
Feb/March

3rd Party
Items

CRD Estimate
Feb/March

2025 Orders

Forecasting and Order Cycle



2025 Revenue



Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Orders 12/1			Orders 4/1		Orders 6/1			Order 9/1			
Forecast Q2			Forecast Q3			Forecast Q4			Forecast Q1		
	CRD				CRD		CRD			CRD	

Summary and Next Steps

We're Committed

- Operational milestones
- Awareness
- Foundation
- New products
- Fit
- GTM tools

Next Steps

- SP1 order details December
- SP2 orders
 - Order forms Today
 - Orders due Dec 1
- Deliver 2025 pricelist Today
- Provide 2025 catalog files April/May
- Overview of web assortment Today
- Details for distributor meeting Dec 15
- Forecasting and order plans ASAP
- Showrooms updated Today

Take it Easy