



**YAKIMA**®

**TAKE IT EASY**™

**2024 Summer Sales Meeting (Sp25 Product Launch) :: May 21, 2024**





# PRODUCT INTRO

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Spring 2025

# YAKIMA'S MARKET STATUS



**TRUCK**



**ROOF RACK**



**EXO**



**BIKE**



**BASE CAMP**



**CARGO**



**TRAILER**



**FISH**



**WATER**



**SNOW**



**EUROPEAN MARKET**

- Competitive pressures
- Consumer preferences
- Yakima's position



**AUSTRALIA/NEW ZEALAND MARKET**

# Yakima Product Innovation



**StreamLine System**

2016

**SlimShady**



2017



**HD Truck Racks**

2019

**HangOver**



2020



**OnRamp**



**EXO System**

2021

**HangTight**



2022

**MajorShady 270**



2023

**MOD System**



2024+



**SkyRise & BaseCamp**



**Fishing**



**RoadShower**



**Cargo Boxes**



**YAKIMA SOLAR**



**OpenRange**



**StageTwo**

**FX**



**RuggedLine HD**





# Sp24 Collection

**STRENGTH FROM WITHIN**

Also...

- New HighSpeed & HighRoad
- OverHaul MOLLE Panel



**BIKE**

## OnRamp LX

Upgraded E-Bike Rack



**CARGO**

## MOD System

In-Vehicle Drawer System



**ROOF RACK**

## RuggedLine HD

Adventure Vehicle Platform System



# Sp25 Collection

## CORE CATEGORY SOLUTIONS



### BIKE

- Being #4 is not good enough
- Innovation & refinement are key

**StageTwo**



### CARGO

- Need to keep out others
- Need to stay fresh

**CBX Obsidian  
SkyBox NX**



### BASE CAMP

- Reliable brands needed
- Need to prove ourselves

**SkyPeak HD  
DayBreak Awnings**



### TRAILER

- Unchecked competitors
- Lower price consumers

**LowRider  
Trailer**



# Sp25 Collection

## CORE CATEGORY SOLUTIONS

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**BIKE**

### StageTwo

Refined to win



**CARGO**

### NX & CBX

Premium excellence



**BASE CAMP**

### SkyPeak HD & DayBreak

Building the best



**TRAILER**

### LowRider

Sure winner





**FIT**

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**Americas and Beyond**



# FIT Team

## 2023 FIT Team was globally integrated

- EU/ AU / US footprint
- Many vehicles with global platforms / faster access
- Connected to OE Teams for early access

## US Fit Team

- New VFM in place
- Team is rebuilt, trained and globally aligned
- New Fits News – Starting in June
  - Monthly email – Greatest hits + link to more



## 2024 Ranger

Fit in AU in 2023



## Volvo CX30

Fit Feb 2024 in EU  
US debut summer 2024



## 2024 Toyota Land Cruiser 2024 Lexus GX

Fits listed prior to vehicle availability globally



# MOD

- Every wagon, SUV, CUV, van and hatchback are targets
- Highest application rate and current model year vehicles targeted first

## Fit



### In FitLookup

- HomeBase Size
- Second Level fits
- Third Level fits
- Images
- Required accessories
- Secondary Fits

## Not Evaluated



### In FitLookup

- Nothing listed

### What Next

- Point People to forthcoming Tech Doc for guidance

## No Fit



### In FitLookup

- No Fit messaging
- Fit notes w/ details on why
- Message to seek Tech Doc for custom solution



# 2025 Landing Pads

## 2023+ Toyota Corolla Cross w/ Flush Rails

- 165lb load rating
- 220lb capable (w/ HD Bar)
- Rooftop Tent Compatible
- 4 Pack

## 2015+ Ford Transit Vans

- 82.5lb load rating per bar
- 110lb per crossbar capable (w/ HD Bar)
- Sold as pairs for 2, 3 or 4 bar systems

## 2024+ Toyota Grand Highlander

- 165lb load rating
- 220lb capable (w/ HD Bar)
- Rooftop Tent Compatible
- 4 Pack

February  
ATS



# 2025 Pricing

## TimberLine Tower (as a system)

- A strong performing tower
- Historical preference that is fading
- Less current aesthetics
- Less inviting price



## TimberLine Roof Rack System

TimberLine Towers 4-pack	\$ 275
JetStream crossbars (pair)	\$ 270
<b>Total</b>	<b>\$ 545</b>

## Thule Raised Rail System

Evo Raised Rail Foot	\$ 250
WingBar EVO	\$ 260
<b>Total</b>	<b>\$ 510</b>

← **\$35 difference** →

## 2025 Price Adjustment: Lower TimberLine tower price by \$36

- New system price of \$509
- \$275 → \$239 4-pack
- \$155 → \$135 2-pack
- Prices effective 1/1/2025
- Maintains dealer margins





# Bike

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SP25

# StageTwo 2025

## KEY MARKET CLASS

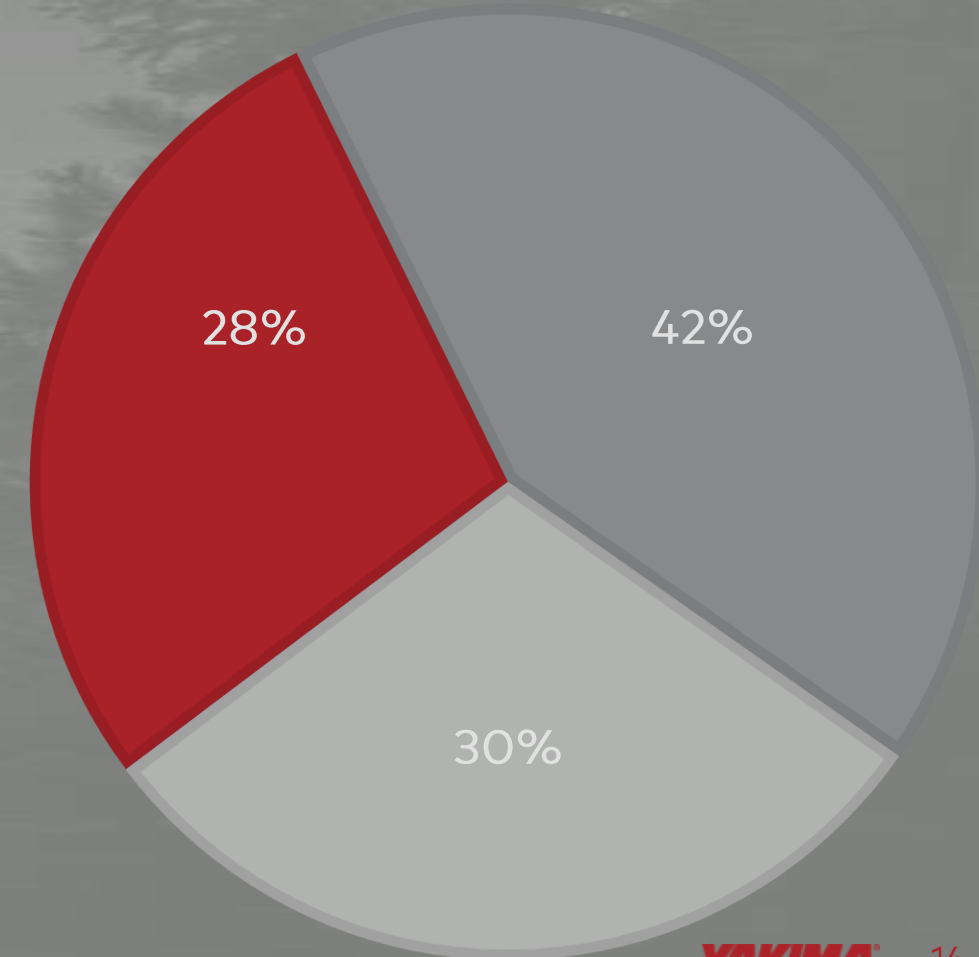
- Bike Is #1 Circana Rack Category In Sales With 53% Share
- \$325m Total US Bike Market in 2023, -22% YOY, Inline w/ROM
  - \$550m At 2021 Covid's Peak, 2019 At \$280m.
- Platform Is #1 Subcategory In Bike Sales With 70% Share,
  - Up From 47% Share In 2019
  - #1 Subcategory In Units For First Time At 33% Share
- StageTwo's Price Point is 40% Of Platform Rack Sales, Or 28% Of All Bike Racks
  - Thule XTR - \$44m
  - Kuat NV 2.0 \$40m / NV Base \$22m

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**\$325M**

## 2023 BIKE RACK MARKET

- StageTwo Price Point
- Other Platform Bike Racks
- NonPlatform Bike Racks



# StageTwo 2025

## KEY BIKES

Mid to High retail price, premium bikes is the category that has grown the most since 2016, especially MTB ebikes and road bikes. Filling most garages in the market. The addition of the Gravel market has brought new life to the 700c category along with the lightweight emotor options across all bike types.

## KEY USERS

Passionate riders, with cycling as a key part of their identity. Riding is a regular part of their life for both the physical and mental health benefits it brings them. Most share this time with similar mindset friends and/or their own family. They want their gear to be high quality, versatile from a proven brand.

<p><b>Road/Gravel</b> LIGHT WEIGHT, TRADITIONAL GEOMETRY, TRADITIONAL WHEELS</p>	
	<p><b>MTB</b> MEDIUM WEIGHT, TRADITIONAL GEOMETRY, LARGE WHEELS</p>
<p><b>Hybrid</b> HEAVIER, VARYING GEOMETRY, LARGE WHEELS</p>	
<p><b>Outdoor Native</b> ESTABLISHED, HIGHLY INVOLVED, ADVENTURE DRIVEN</p>	
<p><b>Aspirational Core</b> PERFORMANCE SEEKING, ASPIRATIONAL, INTERMITTENT</p>	
<p><b>Achiever</b> PERFORMANCE DRIVEN, ALWAYS RIDING, FULLY ENGAGED</p>	
<p><b>Urban Athlete</b> ATHLETIC, COMPETITIVE, BUSTLING/ABSORBED LIFE</p>	





2025

# StageTwo

StageTwo Epitomizes High-performance Design, With Its Uncompromised **BEAUTY**, Confidence Inspiring Carry **STRENGTH, AND** A Full Suite Of Features For **EASE OF USE**

For All Types Of Riders, StageTwo Is The Rack That Is Strong Enough For The Modern eCyclist And Easy For The Cycling Family.















**Up to 70lbs**



**New  
SpeedKnob**





**RampUp**



**V-Trays**



**SafetyMate**



**BackSwing &  
StraightShot**



# StageTwo 2025

## Increased Selling Opportunity

- With New Ratings For On-Road, RV, eBikes, StraightShot, Backswing
- New Optimized Pivot Geometry Has Better Tailgate Clearance
- New Wheel Size And Wheelbase Fit Range Accommodates Smaller Wheels And Fatter Tires, Right Out Of The Box

## Improved Ease Of Use

- With New SpeedKnob And Rack Tilt Mechanisms Are Updated For Easier Use
- New V-shaped Tray Design Is Easier To Assemble And Easier To Roll Bikes Into Position, Especially When Using The RampUp Accessory, Which Can Now Store Right On The Rack





**YAKIMA****THULE****kuat**

Brand	YAKIMA	THULE	THULE	KUAT	KUAT
Style	<b>NEW StageTwo</b>	<b>NEW Verse</b>	<b>XTR</b>	<b>NV 2.0</b>	<b>NV Base</b>
MSRP	<b>\$849 2 Bike</b> <b>\$649 +2 Bike</b>	<b>\$899 2 bike</b> <b>\$599 +2 bike</b>	<b>\$749 2 bike</b> <b>\$499 +2 bike</b>	<b>\$898 2 bike</b> <b>\$598 +2 Bike</b> <b>\$359 +1 Bike</b>	<b>\$798 2 bike</b> <b>\$598 +2 Bike</b> <b>\$359 +1 Bike</b>
Max Bike Weight	<b>70lbs/31.8kg</b> <b>60/60/40/40 w/AddOns</b>	60lbs/27.2kg(TBC) 40lbs w/+2 AddOns (TBC)	60lbs/27.2kg 40lbs w/+2 AddOns	60lbs/27.2kg 40lbs w/+2 AddOns	60lbs/27.2kg 40lbs w/+2 AddOns
Max Bike Wheelbase	30-52"/76-132cm	Up to 53"/135cm	50.5"/127cm	Up to 50"/127cm	Up to 50"/127cm
Max Tire Size	5"	5"	5"	5" w/ Fat Kit	3.25"
Wheel Size	<b>16-29"</b>	Max 29"	20-24"	Up to 29", 20-24" adapter	Up to 29", 20-24" adapter
Offset Bike Fit	Yes	Yes	Yes	No	No
RV Rating	<b>Yes</b>	Yes, no Trailers	Yes, no Trailers	Limited	Limited
Accessories	<b>+2 AddOn, RampUp, SafetyMate, BackSwing &amp; StraightShot</b>	+2Add-On, Light & Plate Kit, Repair Holder, Ramp, Transport Wheels	+2 AddOn	+2 & +1 AddOn, Ramp,	+2 & +1 AddOn, Ramp, Pivot, HiLo, Fat Tire Kit
Tilt Up/Down	Remote, Three Position	Remote, Three Position	Remote, Three Position	Three Position, Foot	Three Position, Foot
Vehicle Install	NEW SpeedKnob	Tool-free AutoAttach	Tool-free AutoAttach	Tool-free Tight Hitch Cam	Tool-free Tight Hitch Cam
Hitch Offering	2" & 1.25"	2" & 1.25"	2" & 1.25"	2" & 1.25"	2" & 1.25"
Bike & Hitch Locks Included	Yes	Yes	Yes	Yes	Yes
Rack Weight	63.5lbs/28.8kg	58lbs/26kg	52lbs/23.8kg	56lbs/25.4kg	52lbs/23.8kg

\*reflects 2024 pricing

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**YAKIMA**

25



## Frame Strap Bike Racks



<b>Style</b>	<b>OnRamp LX</b>
<b>MSRP</b>	<b>\$899 2 bike</b>
<b>Bike Weight Rating</b>	80lbs/36.3kg
<b>Bike Wheelbase</b>	54"/137cm
<b>Max Tire Size</b>	5"
<b>Wheel Size</b>	Up to 29"
<b>OffSet Bike Fit</b>	Yes, 3 Position
<b>RV Rating</b>	Yes
<b>Special Features &amp; Accessories</b>	Included Ramp/ Exo LitKit, BackSwing & StraightShot Compatible, OffSet Bike Fit
<b>Tilt Up/Down</b>	Three Position
<b>Fender Compatible</b>	Yes
<b>Hitch Offering</b>	2" & 1.25"
<b>Bike &amp; Hitch Locks Included</b>	Hitch Only
<b>Rack Weight</b>	53lbs/24kg

## Wheel Hook Bike Racks



<b>StageTwo</b>	<b>HoldUp</b>
<b>\$849 2 bike \$649 +2 bike</b>	<b>\$499 2 bike \$399 +2 bike</b>
70lbs/31.8kg	60lbs/27.2kg
30-52"/76-132cm	48"/122cm
5"	2.5"-3.0"
16-29"	20-29"
Yes, 2 Position	Yes, Adjustable
Yes	No
+2 AddOn, RampUp, SafetyMate, BackSwing & StraightShot	Small/Lightweight, OffSet Bike Fit
Remote, Three Position	Three Position
No	No
2" & 1.25"	2" & 1.25"
Yes	Yes
63.5lbs/28.8kg	49lbs/22.2kg

\*reflects 2 bikes

# StageTwo 2025

## PRODUCT LAUNCH

- February 2025 available to ship, The Right Time For Bike Season
- "Alpha" Story For Yakima 2025 Product Launch Season
- Top Projected Yakima Platform Rack Due To Competitive Market Size. A Market Class That Is 3X Larger Than Onramp LX's
- Most Refined And Capable Product In The Class











# Camp

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SP25

# YAKIMA Camp



## THE EPICENTER OF THE CAMPSITE

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





# 2025 SkyPeak Tent

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**YAKIMA CAMP**

2025

# SkyPeak HD



## MARKET

The rooftop tent market continues to evolve with the reach broadening beyond the Overlanding community. Demand for the benefits of a hardshell tent has increased. Smaller brands are dying. A reliable partner with a full collection of softshell and hardshell tents alongside awnings and other vehicle rack accessories rises to the top. It also helps Yakima roof and truck systems are the most successful and trusted in market

## USER TARGET

From rigorous overland travelers, to those just getting out of town for a few days to a local campground. Both users have other needs for their rack system beyond the tent. Most are bringing bikes, boats, awnings, vehicle jacks, tractions boards, water or other gear to use on their trip. This group is passionate about getting out, not necessarily about overlanding specifically. They want premium and durable.

2025

# SkyPeak HD

## A RACK YOU CAN SLEEP IN & ACCESSORIZE

From a trusted roof system brand and long-term partner, tent-top crossbar accessory and side T-slots for side gear carry are capable of shouldering 300 lbs of your adventure essentials.

We have an assortment full of accessories for each users' adventure needs, including some new tent accessories.

### Load Capacity Overview

#### **SkyPeak HD Crossbars**

Up to 165 lbs

#### **Side T-Slot Capacity**

Up to 75 lbs each side

#### **SkyPeak HD Tent**

Tent Weight 180 lbs

**2 HD Bars** (220lb)

Up to 40 lbs of Side T-Slot Attachments

**3 SkyLine** (250lb)

Up to 60 lbs of Tent Attachments

**3 HD Bars** (330lb)

Up to 140 lbs of Tent Attachments

**Overhaul HD** (500lb)

Up to 305 lbs of Tent Attachments





2025

# SkyPeak HD

## A RACK YOU CAN SLEEP IN & ACCESSORIZE

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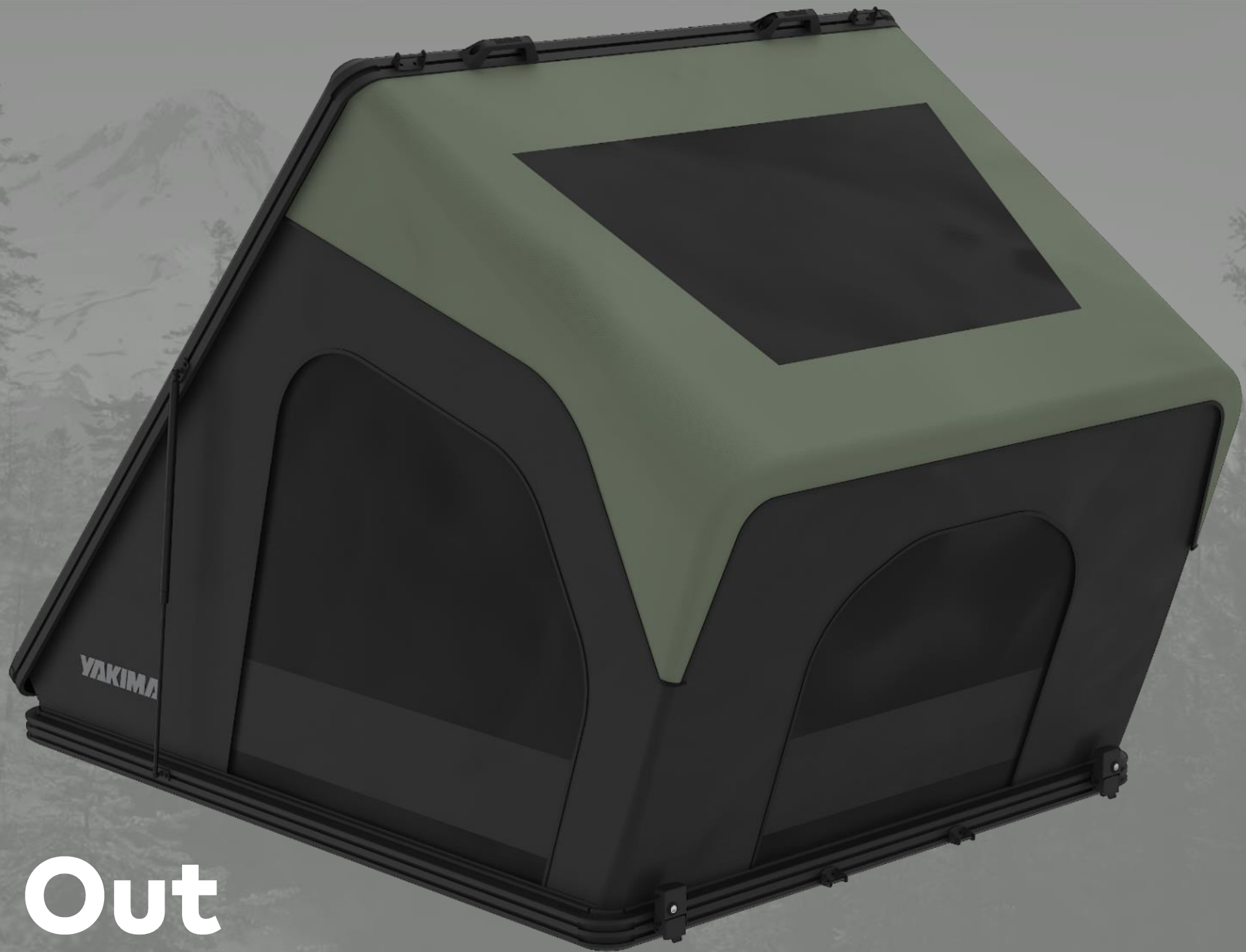
## DURABLE, QUICK & SPACIOUS HARDSHELL TENT

SkyPeak HD's Aluminum clamshell body pops opens in seconds with an extended spacious interior pop-out and steep roof line to creating a luxuriously comfortable room in the sky.

Inside, a four-season, waterproof haven with a memory foam mattress, built-in LED lighting, dedicated gear and electronic storage, including solar and climate control device accommodations

**LAST, BUT NOT LEAST,** Barefoot-friendly designed ladder makes midnight escapes feel like stepping out on a cloud, 2 shoe bags included!





**Pop Out**



**New Clamps**



**Custom Ladder**





**Side T-Slots**



**Bracket Kit**



# SkyPeak HD Bar Kit





**Annex**





Brand	<b>YAKIMA</b>	Roofnest	FSR	iKamper
Style	<b>NEW SkyPeak HD</b>	Falcon 3 EVO	Aspen V2	BDV (Non-Pop Out)
MSRP	<b>\$2,999</b>	<b>\$3,495 (Std) \$3,798 XL</b>	<b>\$3,295 (Std) \$3,495 XL</b>	<b>\$2,799 Duo</b>
Interior Dimensions	81.5 x 55"	80 x 47" (std) 85 x 57" XL	81.5 x 45.5" (std) 81.5 x 55" XL	83.75 x 53.75" Duo
Exterior Dimensions	85 x 58"	80 x 47" (std) 88 x 60" XL	86.5 x 51.25" (std) 86.5 x 59.5" XL	90 x 56"
Headroom	67.5"	58" (std) 60" XL	58" (std) 60" XL	59"
Tent Weight	180lbs	140 lbs (std) 170lbs XL	134 lbs (std) 154lbs XL	175lbs
Shell Material	Aluminum	PC/ABS	Aluminum	Aluminum
Top of Tent Crossbars	\$349, 60" HD bars w/165lbs rating	\$199 Crossbar Kit w/150lbs rating	\$325 Crossbar Kit	\$225 Crossbar Kit
Special Attributes	Memory Foam Mattress, Anti-Condensation Mat, Barefoot Ladder, Gear Grid, Internal Org., HVAC Passthroughs, Solar Port, 2X Shoe bags and LED Lights, Annex & Awning brackets separate.	2" Memory Foam Mattress, 4x4 ground mat, Gear Grid, Anti-Condensation Mat, Dual-Detachable Pockets, and LED Lights, Awning brackets separate.	Air Core Mattress, Gear Grid, and LED Lights, Internal Org., 2X Shoe bags. Awning brackets separate.	Foam Mattress, Lots of Acc.; Internal Org. Annex, Awning, Shoe bags, Boxes, Pet Steps

\*reflects 2024 pricing

# 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

# RoofTop Tents

2025

## HardShell Tents



Brand	YAKIMA
Style	NEW SkyPeak HD
MSRP	\$2,999

## SoftShell Tents – SEMA Launch



YAKIMA	YAKIMA
NEW SkyRise HD	NEW SkyRise LT
\$TBD	\$TBD

\*reflects 2024 pricing





# 2025 DayBreak Awnings

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**YAKIMA CAMP**



2025

# DayBreak

## MARKET

The awning market continues to grow steadily with the rising adoption of the product by users beyond overlanders. With targeted marketing and additional retail channels it will continue to reach a broader consumer group. As more user types become aware of the product, its benefits and where to buy, the market will continue to expand.

## USER TARGET

From serious backcountry travelers, to families serving orange slices to the kids' soccer team. Users in many different environments with different activities (or lack of activity) are targeted by the benefits of a quick to deploy, freestanding awning for protection from a variety of weather types.





# DayBreak 270





# DayBreak 180

2025

# DayBreak

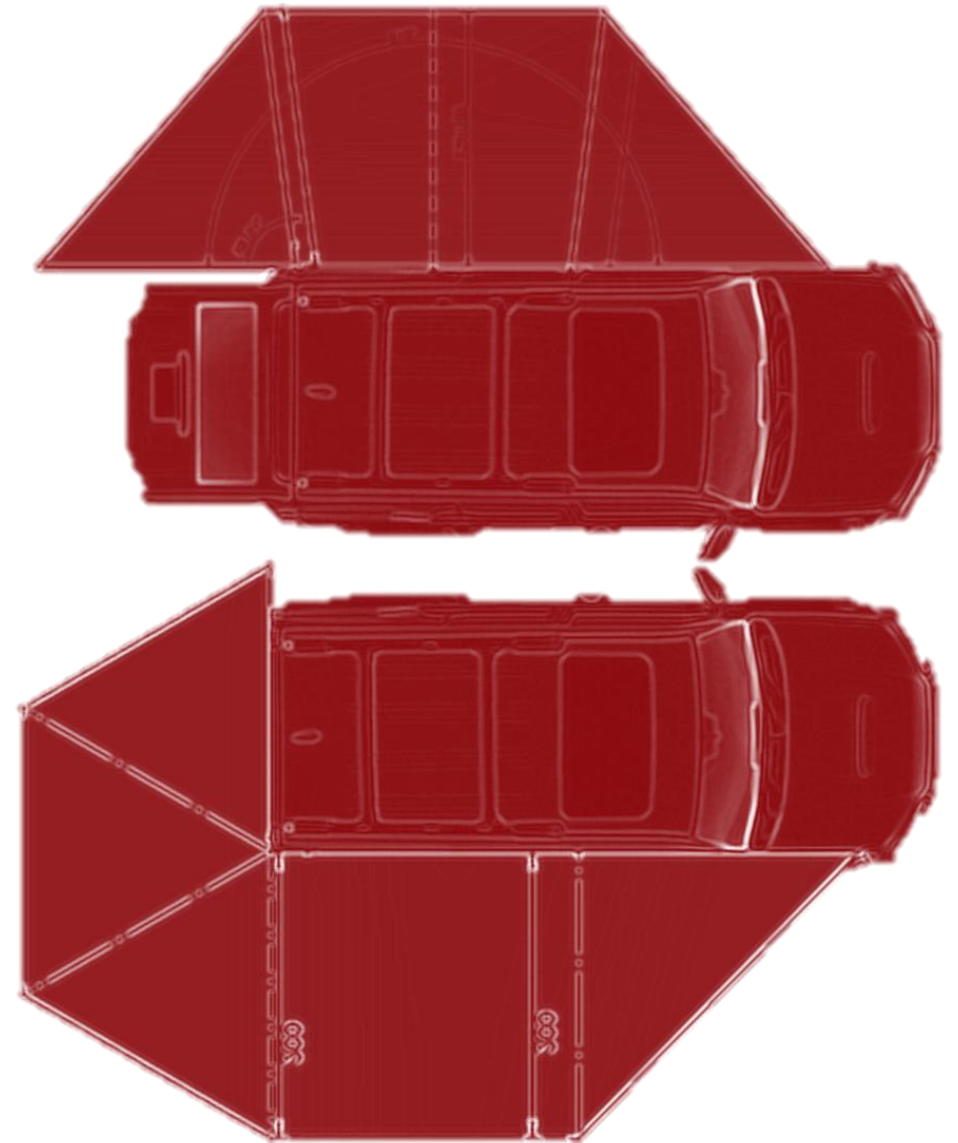
## KEY ATTRIBUTES

- 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 94 ft<sup>2</sup> 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+ FREESTANDING AWNING** adds a new arm for greater coverage (120 ft<sup>2</sup> total) 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.



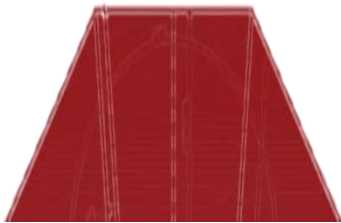




<b>Brand</b>	<b>YAKIMA</b>
<b>Style</b>	<b>DayBreak 270</b>
<b>Price</b>	\$999
<b>Size</b>	120sqft
<b>Special Features</b>	Freestanding



<b>SmittyBilt</b>	<b>23Zero</b>	<b>OVS</b>
<b>270</b>	<b>Peregrine 270</b>	<b>Nomadic 270</b>
\$799	\$899	\$799
120sqft	117 sqft	129sqft.
Universal Fit	Universal HiLo Fit	HiLo Bracket



<b>Brand</b>	<b>YAKIMA</b>
<b>Style</b>	<b>DayBreak 180</b>
<b>Price</b>	\$799
<b>Size</b>	94sqft
<b>Special Features</b>	Freestanding



<b>SmittyBilt</b>	<b>23Zero</b>	<b>Roam</b>
<b>180</b>	<b>Peregrine 180</b>	<b>Arc 180</b>
\$699	\$749	\$1,399
85sqft	95sqft	99sqft.
Universal Fit	Universal HiLo Fit	Sailcloth

\*reflects 2024 pricing



## Freestanding Swing Arm



MSRP	DayBreak 270 RH & LH	DayBreak 180
Price	\$999	\$799
Size	120sqft	94sqft
Special Features	Freestanding	Freestanding
Wall Kit	Yes, Left & Right	Yes

## Pole Supported



DayBreak MD (6.5')	DayBreak SM (4.5')
\$389	\$329
42sqft / 6.5 x 6.5ft	30sqft / 4.5 x 6.5ft
Universal Fit	Universal Fit
No	No









# Cargo

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SP25





# Background

- SkyBox Launched in 2006
- Carbonite Upgrade in 2014
- SkyBox 16 Carbonite approx. RTL sales:
  - 2018 13K units \$6.2M
  - 2019 10K units \$4.9M
  - 2020 \*10K units \$5.0M
  - 2021 14K units \$7.0M
  - 2022 11K units \$6.7M

\*COVID (stores closed for a few months)

- Current Total Cargo Box market size approx. \$67M+\*
- Current Mid-Price Cargo Box market size approx. \$38M+\*

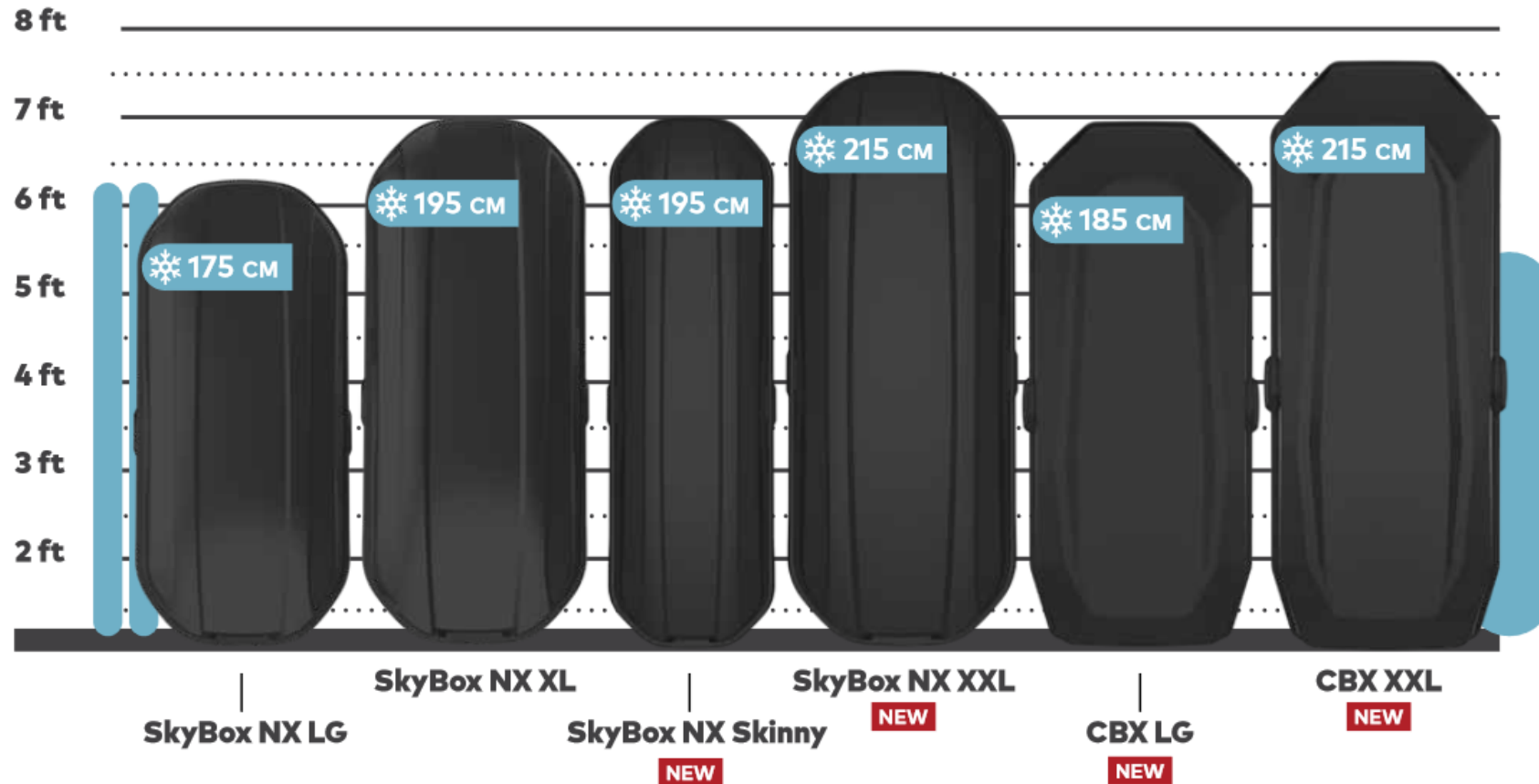
\*not including rack specialty





# CARGO BOXES COMPARISON CHART

❄️ MAX SKI LENGTH







# Background

- SkyBox NX Launched in 2023
- NX 16 & 18 Sizes Only
- SkyBox NX 18 approx. RTL sales:
  - 2023 7.5K units \$5.05M
- Time to expand the NX line
  - NX Skinny (12)
  - NX LG (16)
  - NX XL (18)
  - NX XXL (22)
- SkyBox NX product video has been updated with additional sizes & timing





# SkyBox NX

## MODERN CARGO BOX FOR ALL

- SkyBox NX Skinny
  - ✓ 12 cubic feet of cargo space
  - ✓ Leaves valuable crossbar space for other gear / toys
  - ✓ Hauls gear for up to 3 campers; fits skis up to 195cm
- SkyBox NX XXL
  - ✓ 22 cubic feet of cargo space
  - ✓ Largest SkyBox ever for larger groups or more gear!
  - ✓ Hauls gear for up to 5 campers; fits skis up to 215cm



▶ 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.





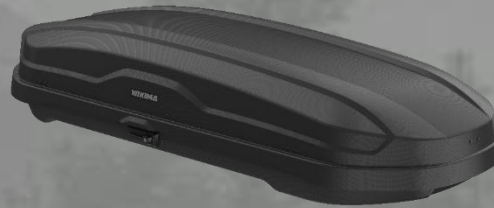
### **SkyBox NX Skinny (12)**

The box does not take up important crossbar space so you can carry bikes, boats or whatever else you like.



### **SkyBox NX LG (16)**

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 (18)**

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



### **SkyBox NX XXL (22)**

This is the mac-daddy box that carry whatever you can throw at it and have space left over.

# YAKIMA

# THULE



Brand	YAKIMA	YAKIMA	THULE	THULE
Cargo Box	SkyBox NX Skinny	SkyBox NX XXL	Force XT Sport	Force XT XXL
MSRP	\$779	\$899	\$699	\$849
Size	12 cu ft	22 cu ft	11 cu ft	22 cu ft??
Opening Handle	Full Metal	Full Metal	Key Driven w/ Protector	Key Driven w/ Protector
Max Ski Length	195cm	215cm	175cm	215cm
Weight	45lb**	62lb**	32lb	52lb
Mounting Hardware	Removable Torque Tool w/ Full Metal Claw	Removable Torque Tool w/ Full Metal Claw	PowerClick	PowerClick
Hatch Clearance	52"	55"	48 ¼"	54 ¾"
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

\*reflects 2024 pricing

\*\*Not final weights

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# SkyBox NX Skinny & XXL

- NX Skinny - \$779 MSRP
- NX XXL - \$899 MSRP
- 2/15/2025 ATS





**CBX**

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**SP25**





# Background

- CBX Launched in late 2020
  - Update in material finish and sizing
  - Also update to naming LG & XXL
  
  - Largest premium cargo box on the market (21.5 cu ft)
- Current Total Cargo Box market size approx. \$67M+\*
- Current Premium Cargo Box market size approx. \$21M+\*

\*not including rack specialty





CARGO

CBX Obsidian







# CBX

## PREMIUM CARGO BOX

- CBX LG
  - ✓ 16 cubic feet of cargo space
  - ✓ Hauls gear for up to 3 campers; fits skis up to 185cm
- CBX XXL
  - ✓ 21.5 cubic feet of cargo space
  - ✓ Largest premium cargo box on the market
  - ✓ Hauls gear for up to 5 campers; fits skis up to 215cm

\*GrandTour 16 & 18 are discontinued in 2025



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 LG (16)**

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 (21.5)**

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.



# YAKIMA

# THULE



Brand	YAKIMA	YAKIMA	THULE	THULE
Cargo Box	CBX LG	CBX XXL	Motion 3 L	Motion 3 XXL
MSRP	\$899	\$1049	\$949	\$1099
Size	16 cu ft	21.5 cu ft	16 cu ft	21 cu ft
Opening Handle	Full Metal	Full Metal	SlideLock	SlideLock
Max Ski Length	185cm	215cm	180cm	215cm
Weight	57lb	65lb	43.6lb	57.2lb
Mounting Hardware	Removable Torque Tool w/ Full Metal Claw	Removable Torque Tool w/ Full Metal Claw	PowerClick	PowerClick
Hatch Clearance	45"	52 ¼"	51 ½"	54 ¾"
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

\*reflects 2024 pricing

\*\*Not final weights



# CBX LG & XXL

- CBX LG - \$899 MSRP
- CBX XXL - \$1049 MSRP
- 2/15/2025 ATS

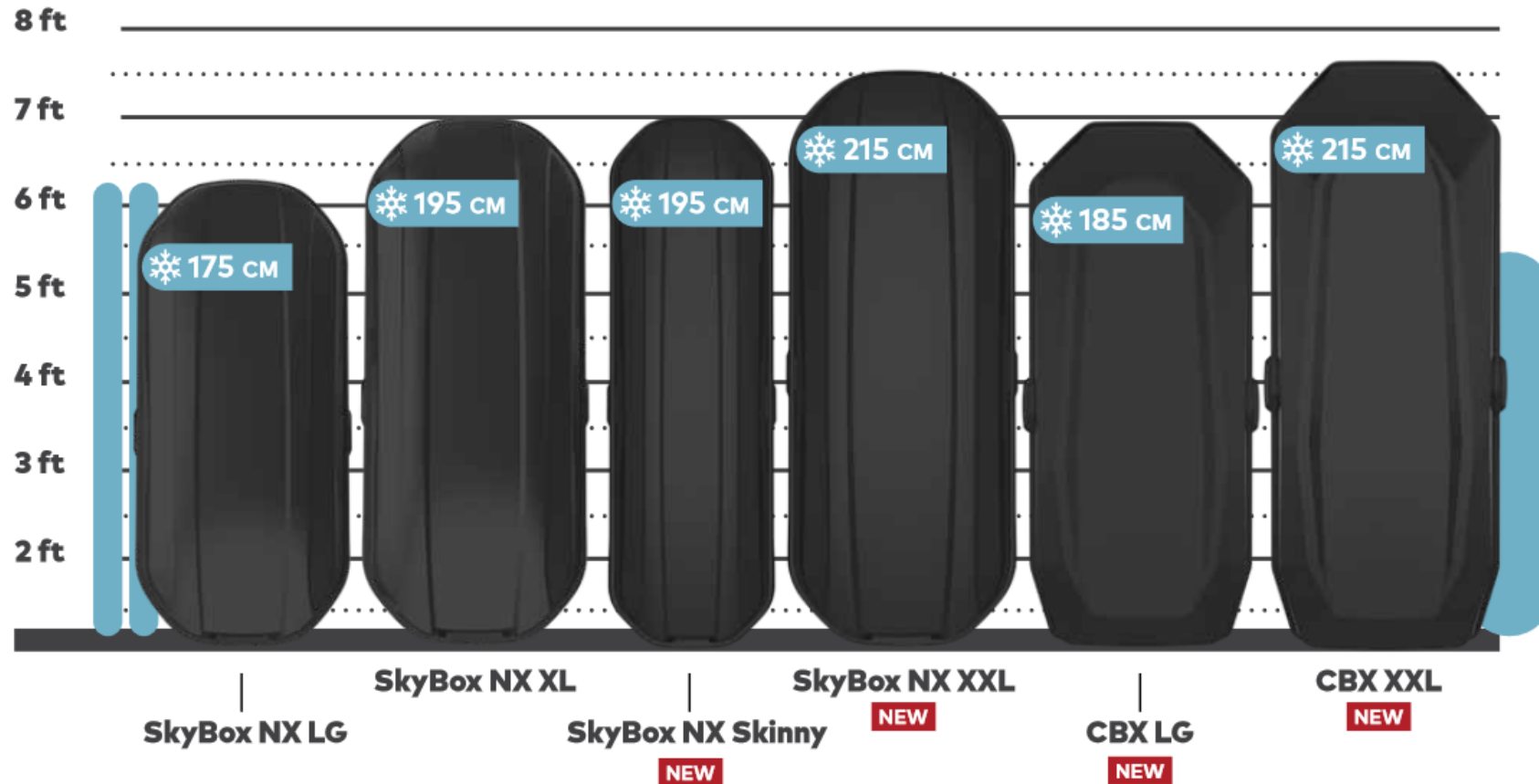






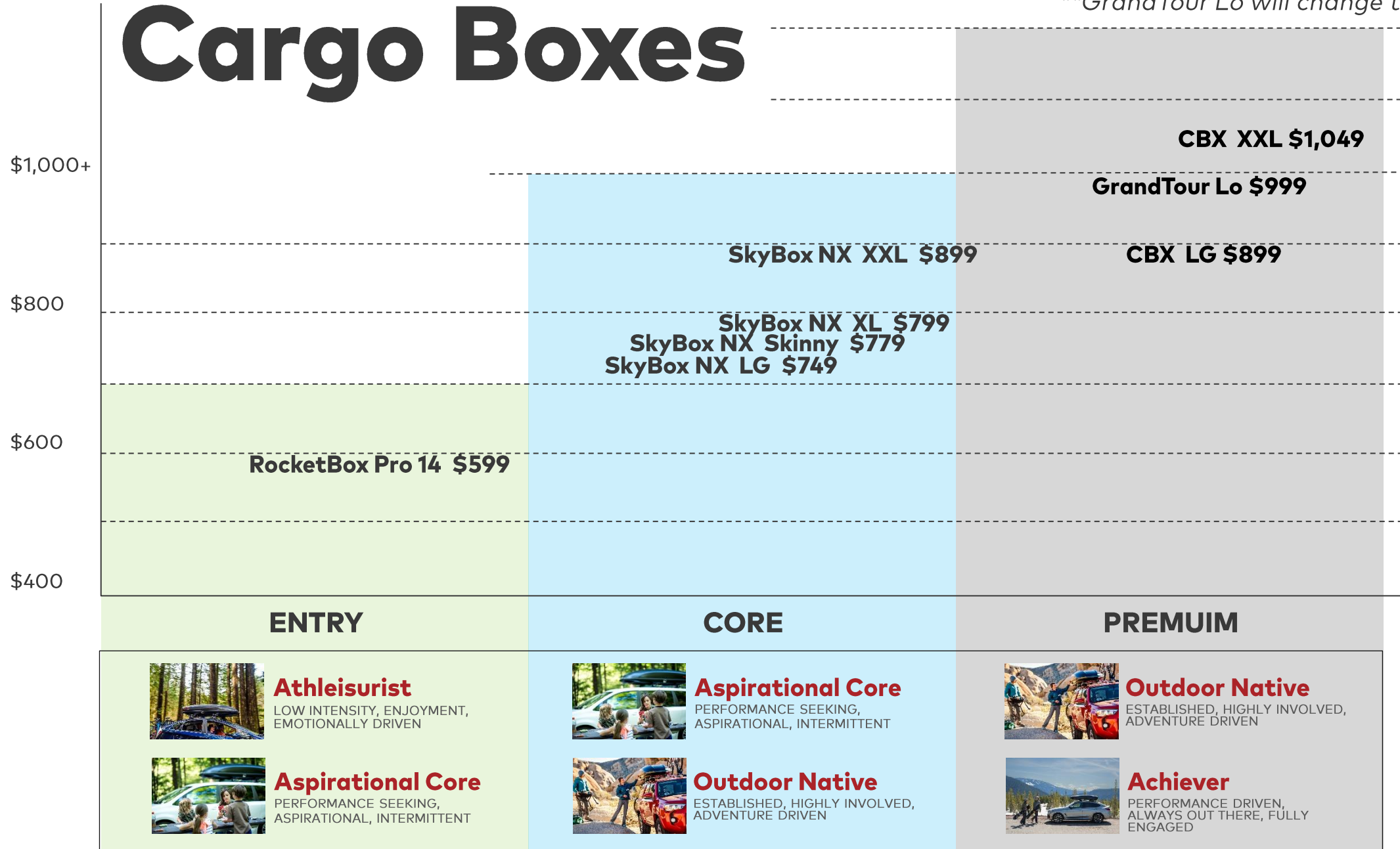
# CARGO BOXES COMPARISON CHART

❄️ MAX SKI LENGTH



\*GrandTour 16 & 18 are discontinued in 2025  
 \*\*GrandTour Lo will change to \$999 in 2025

# Cargo Boxes







# Cargo Boxes

## PRODUCT LAUNCH

- February 2025 available to ship
- "Alpha" Story For Yakima 2025 Product Launch Season
- Largest cargo box in the very important mid-price level AND the premium cargo box space (**SkyBox NX XXL & CBX XXL**)
- SkyBox NX Skinny is the only thing in its class
- NX Skinny approx. sales = \$1.75M
- NX XXL approx. sales = \$3.64M
- CBX LG approx. sales = \$1.6M
- CBX XXL approx. sales = \$1.9M



MSRP	WHSL	FG Part #	Product Description	Outgoing #	Outgoing Product
\$779	\$506	8007368	SkyBox NX Skinny (12)	8007334	SkyBox Carbonite 12
\$899	\$585	8007371	SkyBox NX XXL (22)	8007337	SkyBox Carbonite 21
\$899	\$585	8007518	CBX LG	8007389	CBX 16
\$1,049	\$682	8007519	CBX XXL	8007387	CBX 18
Discontinued				8007394	GrandTour 16
				8007395	GrandTour 18





# Trailer

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SP25





TRAILER

# Background

- Sport Trailer sales is no small business
- Malone, Trailex and many regional players
- No Circana (NPD) data
- Estimated \$15 - \$18M in the under \$2K price point alone
- Yakima want a part of this business





# Background

- Yakima is expanding it's line of Sport Trailers
- Addition of LowRider at a sweet price point
- ALL NEW to add to RACKandROLL and EasyRider
  
- Trailer kit (4 boxes), fully UPS and FedEx shippable







# LowRider Trailer

## A GEAR HAULING TRAILER FOR EVERYONE

- LowRider
  - ✓ Crossbar spread from 32" – 67"
  - ✓ Includes 2 Yakima HD crossbars w/ integrated tie-down points
  - ✓ Fully submersible LED lighting
  - ✓ Ergonomic handle for easy hand-cart use
- Can be towed with all classes of hitch receiver



**Spare Tire Kit**  
TRAILER ACCESSORY  
#8008131



- Spare Tires can be mounted in multiple positions along the trailer tongue
- Includes full spare tire mounted on rim, and attachment hardware

**KickStand w/Wheel**  
TRAILER ACCESSORY  
#8008132



- Stand includes wheel so you can roll this puppy around even when loaded

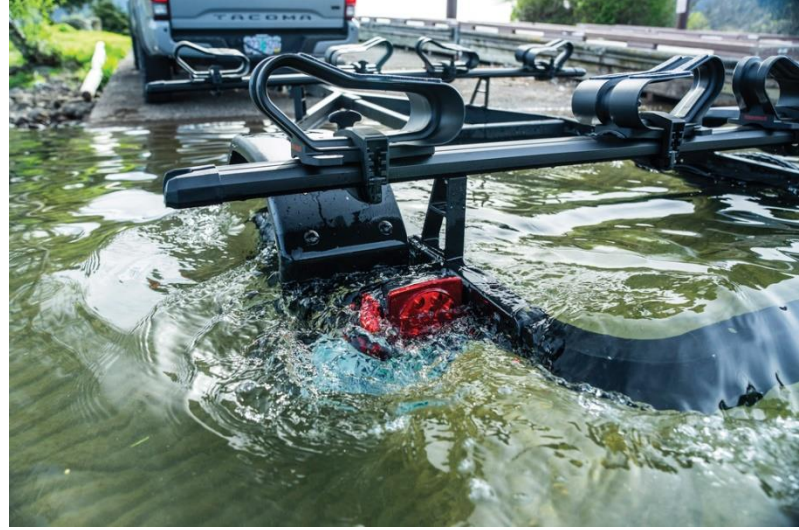
**YAKIMA**
**MALONE**


Brand	YAKIMA	Malone
Cargo Box	LowRider	MicroSport
MSRP	\$1999	\$1999
Capacity	750lb	800lb
Assembly Time	2.5 hrs	4 hrs+
Crossbars	Yakima HD	1.25" square
Weight	**250lb	197lb
Crossbar Spread	32" - 67"	44" - 63"
Lighting	Fully Submersible	Fully Submersible
Suspension	Leaf Spring w/ bottom out protection	Leaf Spring
Extras	Handle for hand cart use, coupler protector	Handle for hand cart use, coupler protector



\*reflects 2024 pricing  
 \*\*weight not final





# Trailer + Accessories

- LowRider – \$1999 MSRP
- Spare Tire Kit – \$169 MSRP
- KickStand w/ Wheel – \$99 MSRP
  
- 5/1/2025 ATS





# LowRider

## PRODUCT LAUNCH

- Dealers have been asking
- LowRider approx. sales = \$4M+ (all incremental sales)
- Best looking trailer
- Best assembly
- Yakima has great value walk with 3 trailers



MSRP	WHSL	FG Part #	Product Description	Outgoing #	Outgoing Product
\$1999	\$1300	8008130	LowRider		
\$169	\$109	8008131	Spare Tire Kit		
\$99	\$64	8008132	KickStand w/ Wheel		
Discontinued				8008106	RACKandROLL 66"



# TRAILER

## 2025 Price Changes



### LowRider

**\$1999 MSRP**

\$1300 WHSL

### RACKandROLL 78"

**\$2499 MSRP**

\$1625 WHSL

~~\$2999 MSRP~~

~~\$1949 WHSL~~

### EasyRider

**\$2999 MSRP**

\$1950 WHSL

~~\$3399 MSRP~~

~~\$2209 WHSL~~

- Simple steel trailer
- Relatively lightweight
- Best assembly
- Best style

- Ultra lightweight
- All aluminum
- Distinct look
- Smooth ride

- Lightweight
- Double-deck capacity
- Smooth ride

\*RACKandROLL 66" discontinued in 2025





TRAILER

# 2025 Yakima Trailer Line



## LowRider

**\$1999 MSRP**

**\$1300 WHSL**

## RACKandROLL 78"

**\$2499 MSRP**

**\$1625 WHSL**

## EasyRider

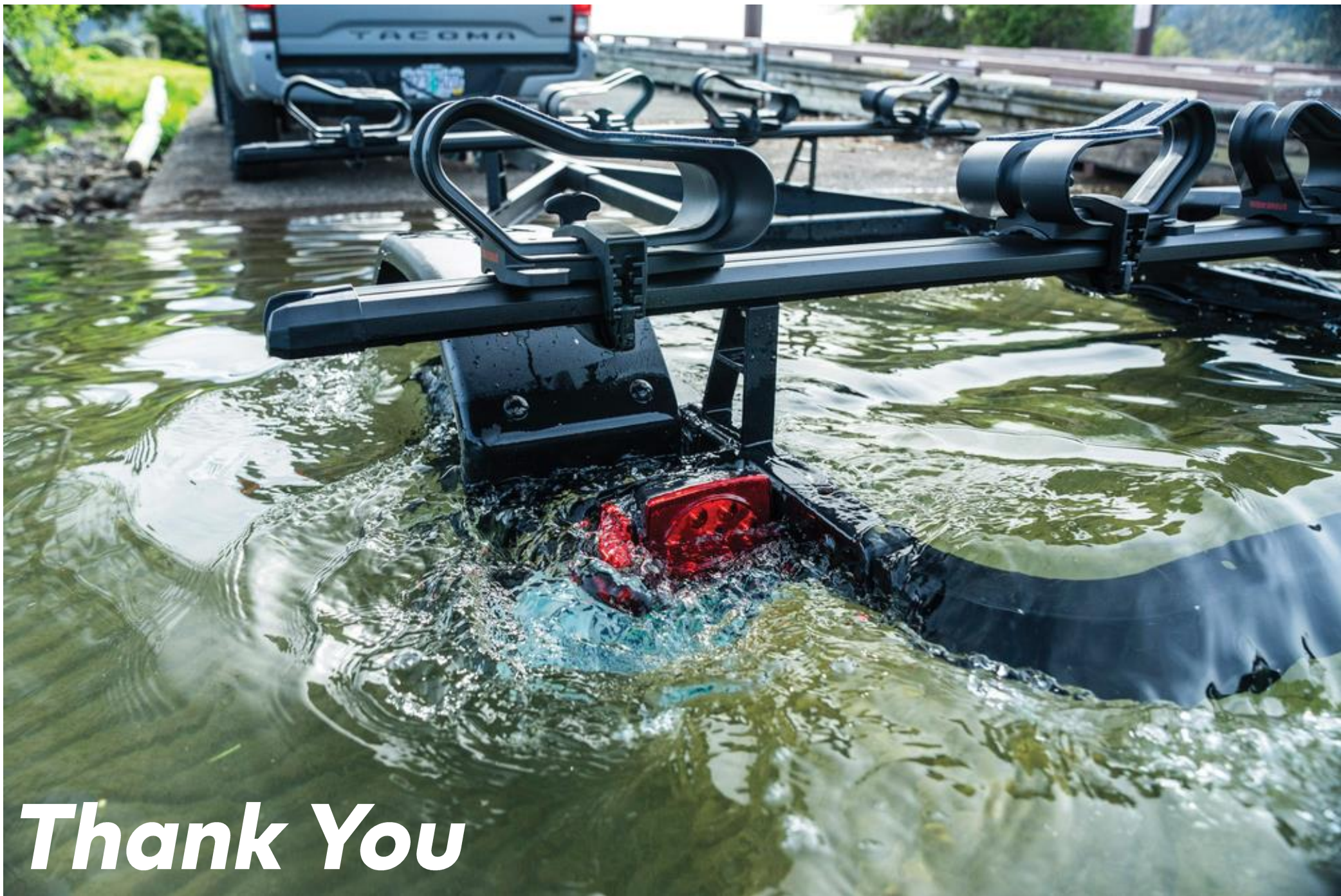
**\$2999 MSRP**

**\$1950 WHSL**

- Simple steel trailer
- Relatively lightweight
- Best assembly
- Best style

- Ultra lightweight
- All aluminum
- Distinct look
- Smooth ride

- Lightweight
- Double-deck capacity
- Smooth ride



***Thank You***





# Summary

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SP25



# Sp25 Collection

## CORE CATEGORY SOLUTIONS

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**BIKE**

### StageTwo

Refined to win



**CARGO**

### NX & CBX

Premium excellence



**BASE CAMP**

### SkyPeak HD & DayBreak

Building the best



**TRAILER**

### LowRider

Sure winner



# Sp25 Collection

## CORE CATEGORY SOLUTIONS

## TOP SELLING POINTS



### BIKE

## StageTwo

Refined to win



### CARGO

## NX & CBX

Premium excellence



### BASE CAMP

## SkyPeak HD & DayBreak

Building the best



### TRAILER

## LowRider

Sure winner

#### UNIQUE FEATURES

- Bike fit & tailgates
- Best e-bike weight rating
- Made for new bike sizes
- Popular NX style
- Purposeful NX sizes
- Premium CBX glossy finish
- Latest premium features
- Sits low on vehicle
- Yakima accessory system
- Opening price point
- Best design & quality
- Submersible lighting

#### HOW WE BEAT THE COMPETITION

- \$50 less than NV 2.0 & Thule Verse
- Verse is unproven
- Kuat has dated bike fit (NV & Sherpa)
- NX is only Skinny in market
- NX XXL is biggest (22 ft<sup>3</sup>)
- CBX XXL is bigger
- CBX is \$50 less than same Motion 3 sizes
- Great prices for legit brand
- Long-term partner with full line and programs
- Gear on top, done right
- Best free-standing awnings
- A better Malone option
- Almost ½ assembly time
- Compatible with Yakima system of accessories
- In-stock & great programs



## SPRING 2025 NEW PRODUCT LINE PLANNER

CATEGORY	PRODUCT	PART #	NEW / REPLACEMENT	MSRP	ATS
BIKE	StageTwo 2" (Anthracite)	8002758	REPLACEMENT	\$ 849	15 Feb. 2025
BIKE	StageTwo 1.25" (Anthracite)	8002759	REPLACEMENT	\$ 849	15 Feb. 2025
BIKE	StageTwo +2 Add-On (Anthracite)	8002760	REPLACEMENT	\$ 649	15 Feb. 2025
BIKE	StageTwo 2" (Slate)	8002761	REPLACEMENT	\$ 849	15 Feb. 2025
BIKE	StageTwo +2 Add-On (Slate)	8002762	REPLACEMENT	\$ 649	15 Feb. 2025
CARGO	SkyBox NX Skinny	8007368	REPLACEMENT	\$ 779	15 Feb. 2025
CARGO	SkyBox NX XXL	8007371	REPLACEMENT	\$ 899	15 Feb. 2025
CARGO	CBX LG (Obsidian)	8007518	REPLACEMENT	\$ 899	15 Feb. 2025
CARGO	CBX XXL (Obsidian)	8007519	REPLACEMENT	\$ 1,049	15 Feb. 2025
TRAILER	LowRider	8008130	NEW	\$ 1,999	1 May 2025
TRAILER	Spare Tire Kit	8008131	NEW	\$ 169	1 May 2025
TRAILER	KickStand w/Wheel	8008132	NEW	\$ 99	1 May 2025

- Bike & Cargo: On time for Feb. 15<sup>th</sup> ATS
- Trailer: Tracking to May 1<sup>st</sup> ATS

## SPRING 2025 NEW PRODUCT LINE PLANNER

CATEGORY	PRODUCT	PART #	NEW / REPLACEMENT	MSRP	ATS
BASE CAMP	SkyPeak HD	8007512	NEW	\$ 2,999	15 Feb. 2025
BASE CAMP	SkyPeak HD Annex	8007514	NEW	\$ 449	15 Feb. 2025
BASE CAMP	SkyPeak HD Tent Clamp Set	8005072	NEW	\$ 59	15 Feb. 2025
BASE CAMP	SkyPeak HD Crossbar Kit	8007513	NEW	\$ 349	15 Feb. 2025
BASE CAMP	SkyPeak HD RoadShower/Awning Bracket	8005071	NEW	\$ 49	15 Feb. 2025
BASE CAMP	DayBreak 180	8007516	NEW	\$ 799	15 Feb. 2025
BASE CAMP	DayBreak 180 Wall Kit	8007517	NEW	\$ 349	15 Feb. 2025
BASE CAMP	DayBreak 270 LH	8007524	REPLACEMENT	\$ 999	15 Feb. 2025
BASE CAMP	DayBreak 270 RH	8007525	REPLACEMENT	\$ 999	15 Feb. 2025
BASE CAMP	DayBreak 270 Full Wall Kit, LH	8007526	NEW	\$ 449	15 Feb. 2025
BASE CAMP	DayBreak 270 Full Wall Kit, RH	8007527	NEW	\$ 449	15 Feb. 2025

- Tents & Awnings: On time for Feb. 15<sup>th</sup> ATS
- SkyRise replacement details to come preceding launch at SEMA

## SPRING 2025 TRANSITIONING/DISCONTINUED PRODUCTS

CATEGORY	PRODUCT	PART #	REPLACEMENT DETAILS	CO DATE
BIKE	StageTwo 2" (Anthracite)	8002725	Replaced by 8002758	15 Feb. 2025
BIKE	StageTwo 1.25" (Anthracite)	8002726	Replaced by 8002759	15 Feb. 2025
BIKE	StageTwo +2 Add-On (Anthracite)	8002727	Replaced by 8002760	15 Feb. 2025
BIKE	StageTwo Fat Bike Kit	8002735	Not needed for new StageTwo	15 Feb. 2025
BIKE	StageTwo 2" (Vapor)	8002740	Replaced by 8002761	15 Feb. 2025
BIKE	StageTwo +2 Add-On (Vapor)	8002741	Replaced by 8002762	15 Feb. 2025
CARGO	SkyBox 12 Carbonite	8007334	Replaced by 8007368	15 Feb. 2025
CARGO	SkyBox 21 Carbonite	8007337	Replaced by 8007371	15 Feb. 2025
CARGO	CBX 16	8007387	Replaced by 8007518	15 Feb. 2025
CARGO	CBX 18	8007389	Replaced by 8007519	15 Feb. 2025
BASE CAMP	MajorShady 270 LH	8007462	Replaced by 8007524	15 Feb. 2025
BASE CAMP	MajorShady 270 RH	8007463	Replaced by 8007525	15 Feb. 2025
TRAILER	RACKandROLL 66	8008106	Replaced by 8008130	15 Feb. 2025

- Transitioning products: Sell through at normal pricing until Feb. 15<sup>th</sup>, 2025



## 2024 Pricing Activity for Excess Inventory

- 5/28-7/31 select SKU's with excess inventory
  - **A drop in UPP price, paired with an extra dealer discount to help these sell**
  - **Example: 40% drop of UPP retail price, with 20% off WHSL to dealer (in addition to their account's program discount) could equal a 34-50% dealer margin.**

PART #	PRODUCT	WHSL CHANGES	RTL/UPP CHANGES
8002458	RidgeBack 4	N/A	40% off RTL/UPP, 5/28 until 6/30
8002465	FullSwing	20% off WHSL on 5/28	40% off RTL/UPP, 5/28 until 7/31
8002633	FullBack 3	20% off WHSL on 5/28	40% off RTL/UPP, 5/28 until 7/31
8007448	EXO OpenRange Deluxe	20% off WHSL on 5/28	40% off RTL/UPP, 5/28 until 7/31
8007447	EXO OpenRange	20% off WHSL on 5/28	40% off RTL/UPP, 5/28 until 7/31
8005044	LockNLoad Platform K, 55x49	20% off WHSL on 5/28	40% off RTL/UPP, 5/28 until 7/31
8002531	TubeTop	20% off WHSL on 5/28	Removed from UPP on 5/28

- Note differences on RidgeBack 4 and TubeTop

## 2024 Pricing Activity for other 2025 Discontinued Products (EOL)

- 6/19 select SKU's going away in 2025 (or sooner)
  - **A drop in UPP price (or removed), paired with an extra dealer discount to help these sell**
  - **Example: 25% drop of UPP retail price, with 20% off WHSL to dealer (in addition to their program discount) could help these move fast.**

PART #	PRODUCT	WHSL CHANGES	RTL/UPP CHANGES
8002485	HangOver 6	20% off WHSL on 6/19	Removed from UPP on 6/19
8002484	HangOver 4	20% off WHSL on 6/19	Removed from UPP on 6/19
8007436	SkyRise HD 2/SM, Tan/Red	20% off WHSL on 6/19	25% off RTL/UPP on 6/19 until gone
8007434	SkyRise MD, Green	20% off WHSL on 6/19	25% off RTL/UPP on 6/19 until gone
8007422	SkyRise Annex MD	20% off WHSL on 6/19	25% off RTL/UPP on 6/19 until gone
8007421	SkyRise Annex SM	20% off WHSL on 6/19	25% off RTL/UPP on 6/19 until gone
8002463	FullTilt 5	N/A	N/A
8007394	GrandTour 16	N/A	N/A
8007395	GrandTour 18	N/A	N/A
8007446	SlimShady 8	N/A	Removed from UPP on 8/23
8007473	SkyRise HD 3/MD, Tan/Red	N/A	N/A

## 2025 Carryover Pricing & 2025 Pricelist

- No drastic pricing shifts planned
- Selective price changes for more competitive positioning
- Selective price changes to increase demand and sell-through

PART #	PRODUCT	COMMENTS	2024 MSRP	CHANGE	2025 MSRP
8007398	GrandTour Lo	Adjustment for premium positioning	\$ 979	+\$ 20	\$ 999
8008129	EasyRider	Trailer line adjustment	\$ 3,399	-\$ 400	\$ 2,999
8008107	RACKandROLL 78	Trailer line adjustment	\$ 2,999	-\$ 400	\$ 2,499
8000164	TimberLine (4-pk)	Competitive adjustment	\$ 275	-\$ 36	\$ 239
8000185	TimberLine (2-pk)	Competitive adjustment	\$ 155	-\$ 20	\$ 135

- Full list of price changes will be published 5/27, in All-in-One Pricelist file



# SlimShady name change

- All SlimShady awnings will become DayBreak SM & MD awnings
  - Planned to change by 1/1/2025
- New 270 awning will become DayBreak 270 awning
- Final service details are TBD

# Sp25 Collection

## CORE CATEGORY SOLUTIONS

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**BIKE**

### StageTwo

Refined to win



**CARGO**

### NX & CBX

Premium excellence



**BASE CAMP**

### SkyPeak HD & DayBreak

Building the best



**TRAILER**

### LowRider

Sure winner





A rowing machine is mounted on a boat launch in a body of water. The machine is black and has a red light on the front. The water is greenish and has ripples. The text "S25 LAUNCH ALIGNMENT" is overlaid in red.

# S25 LAUNCH ALIGNMENT



# Sell-In Tools



## S25 B2B Asset Deliverables

	Delivery Date
Dealer Workbook – Full Line (Digital)	5/21/2024
Product Overview Videos (InsideScoop)	5/21/2024
Digital Showroom	5/21/2024
Print Collateral (Dealer Workbook)	5/21/2024
Price Lists (Digital)	5/28/2024
Merchandising/POP/Swag	2/15/2025



# 2024 GTM/Rep Samples

	Yakima Samples	Rep Samples
Product	1 <sup>st</sup> Shown at	Timing
CBX (Obsidian)	GOA	June 1
StageTwo	GOA	June 1
DayBreak 180/270	GOA	June 1
LowRider Trailer	GOA	October
SkyBox NX Skinny & XXL	CGI Only	November
SkyPeak HD	GOA	1/2025
SkyRise 3.0	SEMA	1/2025

A dark, atmospheric photograph of a dense evergreen forest. The trees are silhouetted against a misty, grey background, creating a sense of depth and mystery. The overall tone is monochromatic and somber.

# RESOURCES

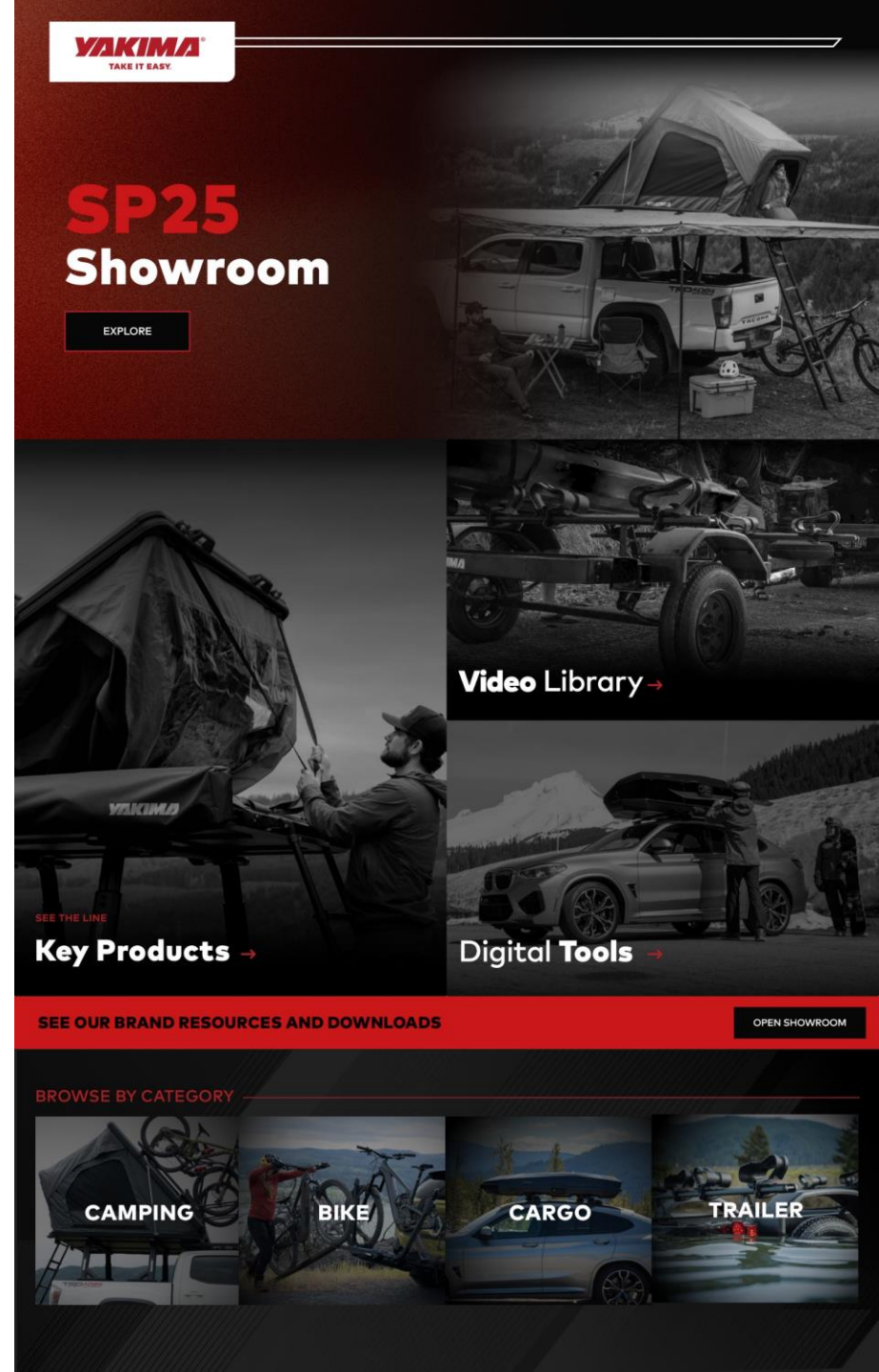
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**TOOLS FOR YOUR SUCCESS**



# showroom.yakima.com

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



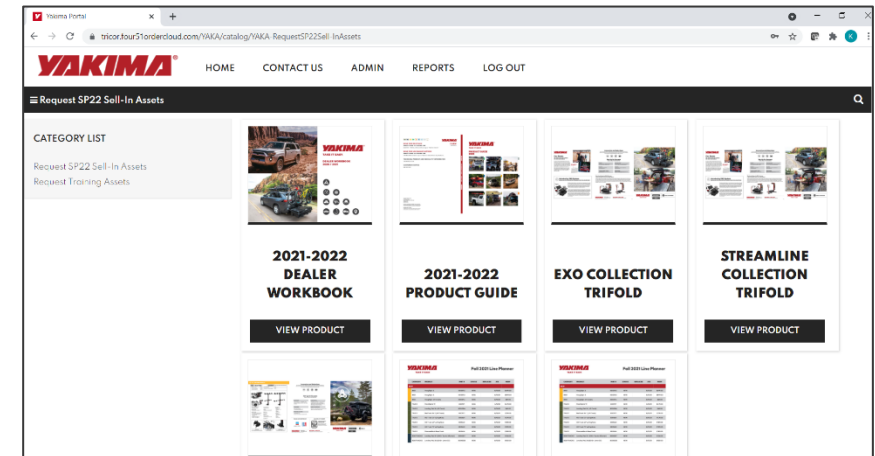
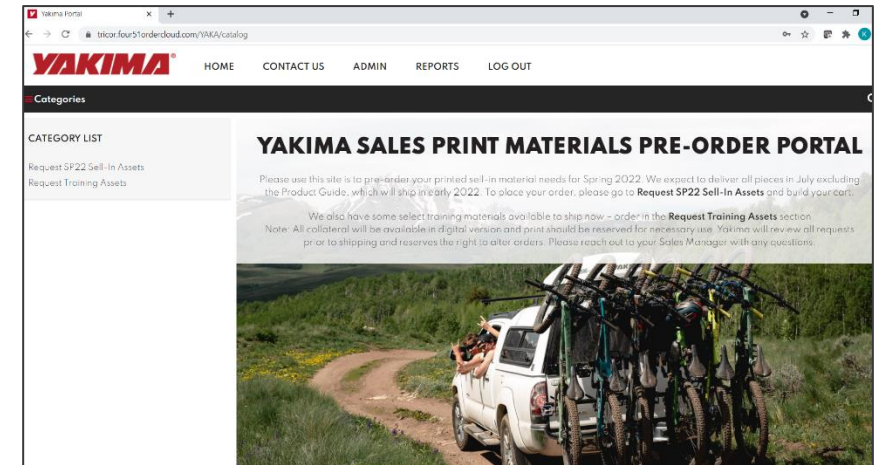
# S25 Video Support





# Print Collateral

- Pre-Order Portal: Thank you!
  - Efficient, Saves Paper, Saves Money, Easier!
  - Orders Shipped!
- Collateral Review:
  - Dealer Workbook S25
  - Training Support Docs
  - Note: Digital Dealer Workbook (full) via QR code & Showrooms





# WorkBook (print)

## StageTwo™ PREMIUM PLATFORM HITCH BIKE RACK

ANTHRACITE 1.25-INCH #8002759, 2-INCH #8002758  
SLATE 2-INCH #8002761



ANTHRACITE  
SLATE

Continuing its legacy of heavy-duty performance and thoughtful design, the StageTwo raises the bar with a host of new features and a promise of performance and ease-of-use to every ride.

### WHAT'S NEW

- New ratings for on-road, RV, eBikes, StraightShot, BackSwing, wheel size and wheelbase
- New SpeedKnob and rack tilt mechanisms are updated for easier use
- New V-shaped tray design is easier to assemble and easier to roll bikes into position, especially when using the RampUp accessory, which can now store right on the rack
- New optimized pivot geometry has better tailgate clearance

### HITCH COMPATIBILITY

- Available in 2" and 1.25"
- Compatible with the Yakima BackSwing and StraightShot hitch accessories (2")

### MAX WHEEL BASE

- Accommodates bike wheelbases from 30" to 52"

### WEIGHT LIMIT (PER BIKE)

- Road approved 70-lbs (2"), 60-lbs (1.25")
- RV approved at 70-lbs (2")
- OffRoad approved at 42-lbs (2")

### BIKE CAPACITY

- 2

### CONSUMER

- Committed Cyclist

### BEST USE CASE

- E-Bikes
- Mountain bikes
- Fat bikes

### TIRE RANGE/WIDTHS

- Accommodates 16" to 29" rims up to 5" wide

### GEAR PROTECTION

- StrongArm™ hook secures bike at wheels, protecting painted surfaces and carbon frames

### LOCKING

- Integrated SKS locks included to secure bikes to rack and rack to vehicle receiver



RampUp compatible V-shaped trays for easy, roll-on loading, and stores neatly on the rack.



StadiumSeating™ tiered and adjustable bike trays offset to minimize bike to bike interference.



Updated tool-free locking SpeedKnob for secure and simple installation and removal.



Convenient remote 3-Position tilt drops to allow trunk access with bikes loaded, and folds flat against the car with bikes unloaded.

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## CARGO

NEW



SkyBox™ NX Skinny  
#8007368



SkyBox™ NX LG  
#8007369



SkyBox™ NX XL  
#8007370



SkyBox™ NX XXL  
#8007371

UPDATED



CBX™ LG  
#8007518



CBX™ XXL  
#8007519



GrandTour™ Lo  
#8007398



RocketBox™ Pro  
#8007192



SkyBox™ NX Cargo Liner  
16/LG #8007505  
18/XL #8007506



Smart-Slot 6  
#8007504



MOD HomeBase  
MD #8007465, LG #8007466,  
XL #8007467



MOD Topper  
MD #8007468, LG #8007469,  
XL #8007470

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## Spring 2025 Line Planner

CATEGORY	PRODUCT	PART #	STATUS	DETAILS	ATS
NEW					
BIKE	StageTwo 2" (Anthracite)	8002758	REPLACEMENT	Replaces 8002725	15/Feb/2025
BIKE	StageTwo 1.25" (Anthracite)	8002759	REPLACEMENT	Replaces 8002724	15/Feb/2025
BIKE	StageTwo 1.25" Add-On (Anthracite)	8002760	REPLACEMENT	Replaces 8002727	15/Feb/2025
BIKE	StageTwo 2" (Slate)	8002761	REPLACEMENT	Replaces 8002740	15/Feb/2025
BIKE	StageTwo 2" Add-On (Slate)	8002762	REPLACEMENT	Replaces 8002741	15/Feb/2025
CARGO	SkyBox NX Skinny	8007368	REPLACEMENT	Replaces 8007334	15/Feb/2025
CARGO	SkyBox NX XXL	8007371	REPLACEMENT	Replaces 8007337	15/Feb/2025
CARGO	CBX LG (Obsidian)	8007518	REPLACEMENT	Replaces 8007387	15/Feb/2025
CARGO	CBX XXL (Obsidian)	8007519	REPLACEMENT	Replaces 8007389	15/Feb/2025
CAMPING	SkyPeak HD	8007512	NEW		15/Feb/2025
CAMPING	SkyPeak HD Annex	8007514	NEW	For use with 8007512	15/Feb/2025
CAMPING	SkyPeak HD Tent Clamp Set	8005072	NEW	For use with 8007512	15/Feb/2025
CAMPING	SkyPeak HD Crossover Kit	8007513	NEW	For use with 8007512	15/Feb/2025
CAMPING	SkyPeak HD RoadShower/Awning Bracket	8005071	NEW	For use with 8007512	15/Feb/2025
CAMPING	DayBreak 180	8007516	NEW		15/Feb/2025
CAMPING	DayBreak 180 Full Wall Kit	8007517	NEW	For use with 8007516	15/Feb/2025
CAMPING	DayBreak 270 LH	8007524	REPLACEMENT	Replaces 8007462	15/Regional Show Support
CAMPING	DayBreak 270 RH	8007525	REPLACEMENT	Replaces 8007463	15/Feb/2025
CAMPING	DayBreak 270 Full Wall Kit, LH	8007526	NEW	For use with 8007524	15/Feb/2025
CAMPING	DayBreak 270 Full Wall Kit, RH	8007527	NEW	For use with 8007525	15/Feb/2025
TRAILER	LowRider	8008130	NEW	Replaces 8008106	1/May/2025
TRAILER	Spare Tire Kit	8008131	NEW	For use with 8008130	1/May/2025
TRAILER	Trailer Jack w/Wheel	8008132	NEW	For use with 8008130	1/May/2025

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## YAKIMA DEALER WORKBOOK 2025 NEW AND IN-LINE PRODUCTS

For more information on ordering products, in-store displays, or if you need further assistance, please contact your Yakima representative.

Get in touch with your dealer services representative.  
800-ANY-ROAD (800-269-7623) or dealer.service@yakima.com

Scan this QR code to download the full Yakima Digital Dealer Workbook.



YAKIMA IS A REGISTERED TRADEMARK OF YAKIMA PRODUCTS, INC.

# Regional Show Support

## What's Available:

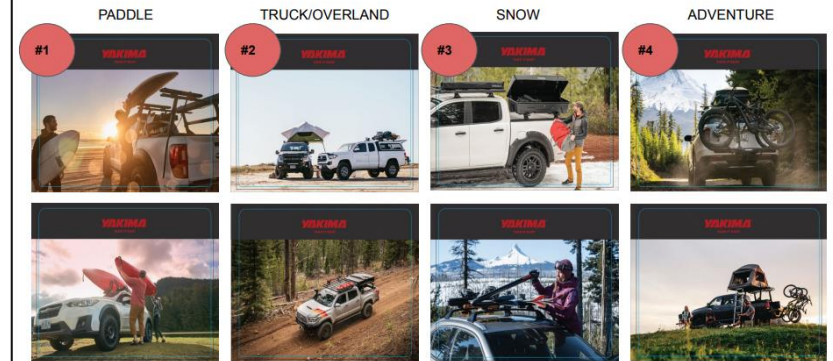
- Library of Tension-Walls, Drapes, and More Available For Check-Out
- Field Assets (Tents, Wing Banners, etc) Via Order ~2 Weeks Production
- Planning Is Key!

## Recommended:

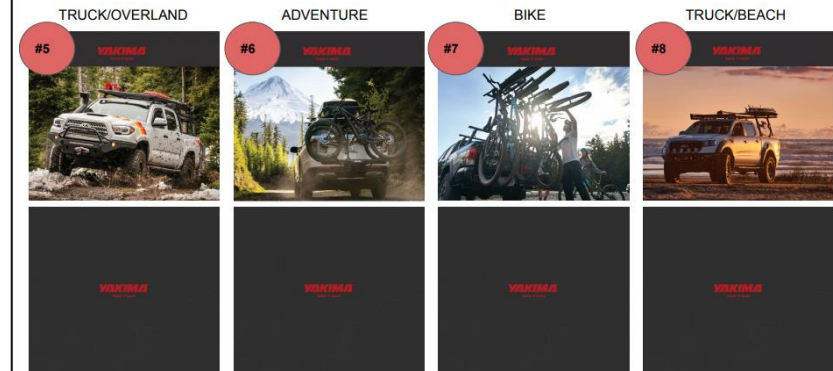
- MOD Display Table



10' Tension Wall Double-Sided (Side 1 Top, Side 2 Bottom) Qty 1 of each available



10'X8' Drapes (3" hole pocket) Double-Sided (Side 1 Top, Side 2 Bottom) Qty 1 of each available



10'X8' Drapes (3" hole pocket) Single-Sided (Side 1 Top, Side 2 blank)



Qty 1 of each available

10'X3' Drape Side-Wall (3" hole pocket) Single-Sided

Qty 2 available







**TRADE  
COMMUNICATIONS**


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**CONNECTIONS & INFORMATION**



# Rep & Dealer Emails

- Single Source, Standardized Format, Cadenced Campaigns
- Rep Specific, Dealer Specific, or General Info & Announcements
- Metrics Demonstrate Success
- Build the Pipeline! Add Subscribers
- What Are You Hearing From Dealers?



Hello Yakima Dealers,

As we dive into the first quarter of 2024, we're thrilled to share some exciting news and updates to fuel your success. Here's a snapshot of what's in store:





- 2024 Product Launches
- Dealer Launch Tool Kit
- HangTight Capacity Increase
- Pricing Updates
- Dealer Service Hours: Closed 3/25-3/26

Thank you for your continued partnership. Here's to a successful and prosperous first quarter!

Take It Easy,

The Yakima Team

### PRODUCT LAUNCHES



**Yakima 2024 Product Launches Include:**

- **MOD Drawer System** - a versatile premium internal cargo solution to keep everything in its right place.
- **RuggedLine HD** - a premium heavy-duty mounting system for Yakima LockNLoad platforms.
- **OnRamp LX** - a no-compromise versatile rack that can carry eBikes and much more.

# Email Metrics



Date range

Oct 10, 2023 - Apr 28, 2024

Comparison

Previous 202 days

Email name

27 emails selected

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**Performance**

Email comparison

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Monitor performance

📧 Emails sent

**22,444**

📧 Open rate

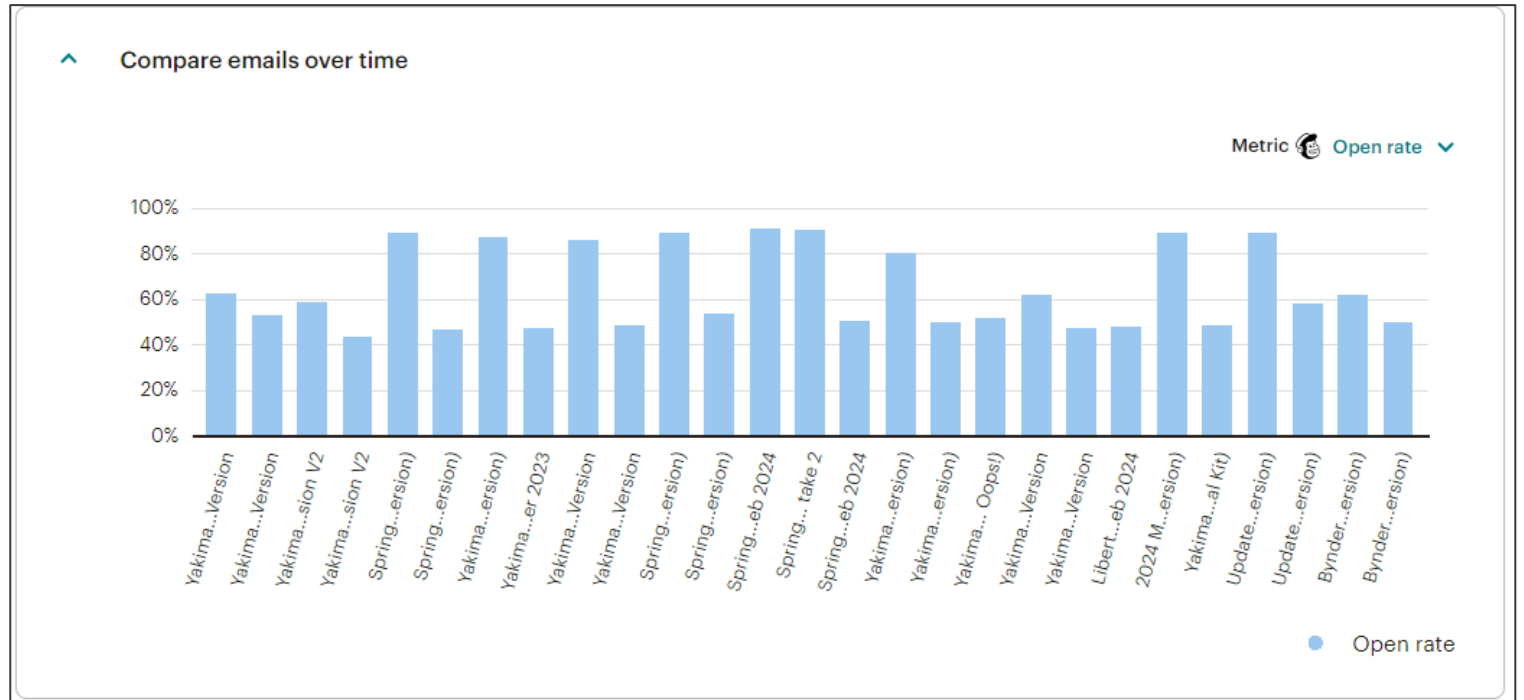
**51%**

📧 Opened

**11,215**

📧 Unsubscribe rate

**0.24%**





# MERCHANDISING

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MAKING IT LOOK GOOD



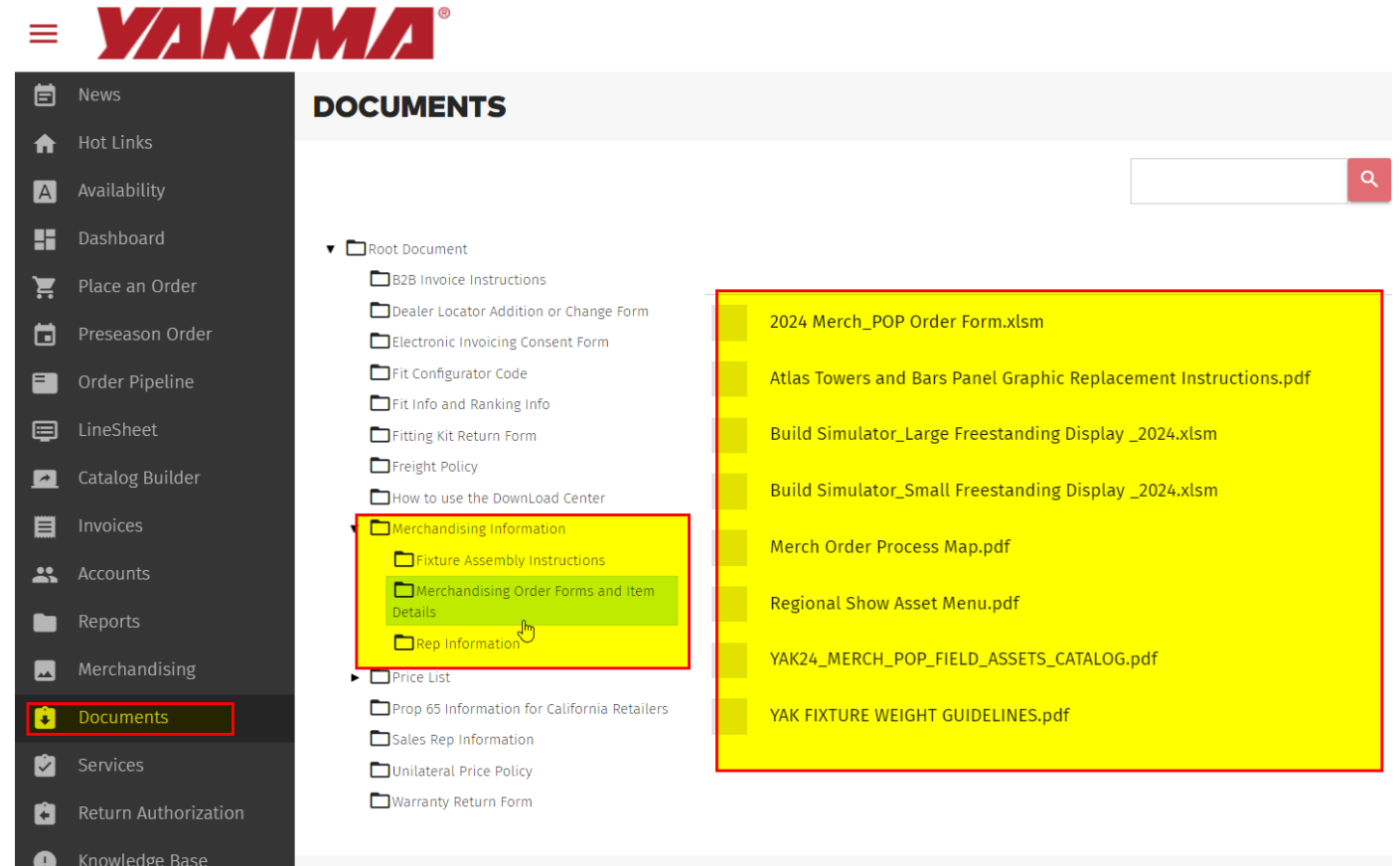
# Tool Kit Review

- Tool Kit is live on B2B
  - Documents>Merchandising Information
- Kit Components:
  - Order Form
  - Merch, POP, Field Assets Catalog
  - Freestanding Display Build Simulators
  - Ordering Process Maps
  - Dealer Service Team Members
  - NEW- Inventory Report -> B2B Reports



# Where to find toolkit?

- Tool Kit is live on B2B
  - Merchandising Documents Folder
    - <https://yakima.hubs oft.com/documents/>



# 2024 Merchandising



## Delivery of 2024 Projects (Available EOM)

- Reorders of Existing Key Fixtures & Components
- New!

## Modular Displays/Slat Wall Components

- Cargo Box Slat Wall Mount (Single)
- GateKeeper Display

## MOD Drawer System

- MOD Display Table
- Table Skirt, Add-On Panel
- Self-Standing Pop-Up Signage

## Graphics

- Updated Bike Hitch Graphics
- REI Atlas Graphics Kit

## Looking to the Future

- MRT (EVA Replacement/Tent Display) - 2025
- RuggedLine, RibCage – 2025



Image	Name	Description	Part #
	<b>MOD Display Table \$300</b>	Foundation for a MOD retail display. Includes 1 swivel corner graphic. Pair with with table skirt and product for a complete display.	8009692
	<b>MOD Table Skirt \$125</b>	Optional wrap-around graphic skirt for the MOD Display Table. Complete the story and put this silent salesperson in place.	8009697
	<b>MOD Swivel Panel –Extra \$25</b>	Have a retailer wanting a second info panel? The table includes one already and adding a second can make sure the MOD story is told from all sides of the table.	8009698



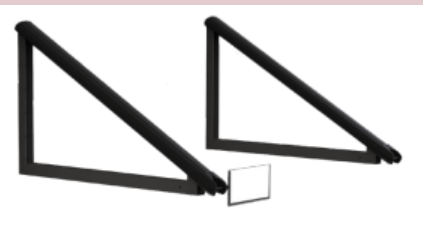

Image	Name	Description	Part #
	<b>MOD PopUp Sign \$100</b>	This self-standing PopUp sign is intended for dealers without the space for a complete MOD Display Table, or those seeking to boost MOD presence with additional signage. Made of honeycomb cardboard. Recyclable	8009699
	<b>Bike Hitch Graphics 2024 \$35</b>	Shipped direct to dealer if you provided feedback. In stock at DC for at-once orders.	8009701
	<b>Single Cargo Box Slatwall Display \$150</b>	Great for smaller box accounts, and for dealers looking to mount boxes on slatwall. Pair with Graphics pack #8009690	8009690
	<b>GateKeeper Display \$75</b>	Slatwall or power bar compatible display for any size GateKeeper display. Pair with Graphics pack #8009695	8009691







Image	Name	Description	Part #
	<b>StreamLine Module Update Kit \$55</b>	This kit enables retailers to retrofit their existing StreamLine Display to feature the SightLine Tower, new tower covers for the BaseLine, Timberline, and SkyLine towers, and well as updated end caps and signage panel.	8009668
	<b>StreamLine FX Module \$300</b>	Limited availability, these modules display the new FX series towers.	8009669
	<b>EVA Update Kit \$230</b>	The final update kit for EVA displays, this will provide a fresh set of updated towers, bars, and full kit of graphics.	8009671

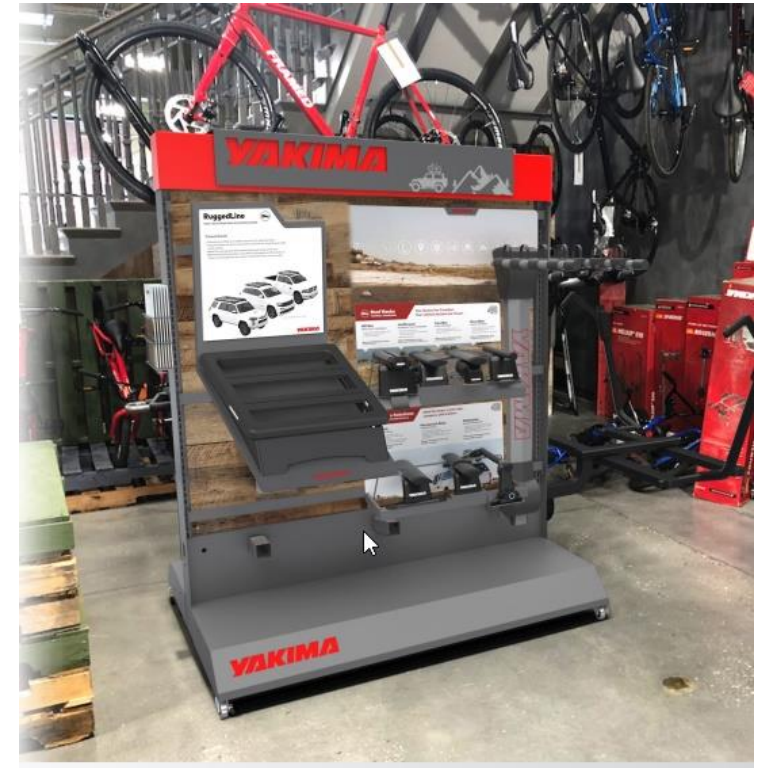
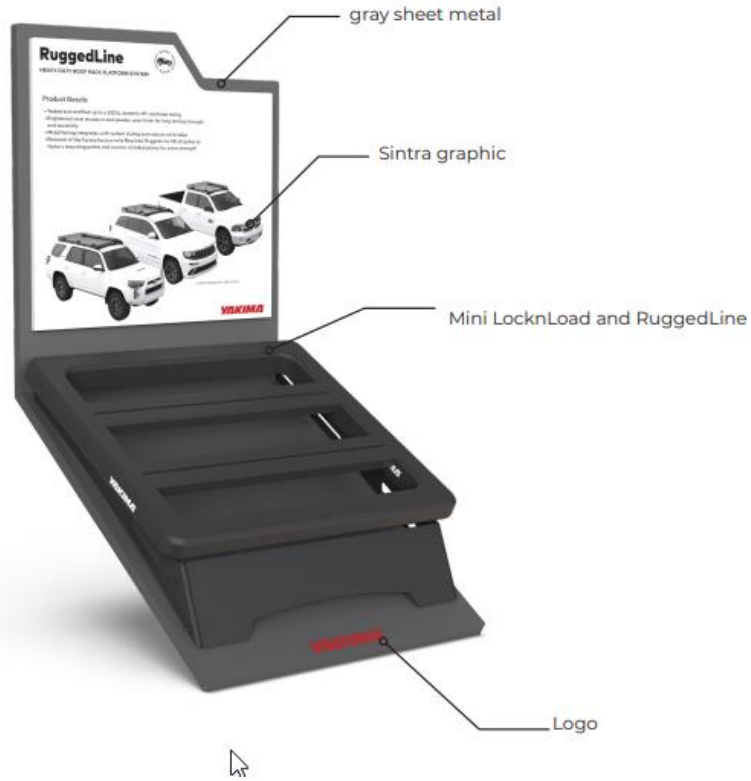


Image	Name	Description	Part #
	<b>Cargo Graphics (updated) \$30</b>	<p>For those who provided feedback on ship to list, the single SkyBox Family graphic has shipped direct to dealer, and all complete kits in inventory will be updated to be current.</p> <p>These are for 2024, we will plan to update for 2025 for NX 12 &amp; 21.</p>	NA
	<b>RibCage Banner \$0</b>	Please reach out to Kristian if you need additional RibCage banners.	NA
	<b>Atlas Update \$0</b>	These should now be in all REI locations, please reach out to Albert if you find a location missing one.	NA

# 2025 Concepts



# 2025 Concepts





# 2025 Concepts



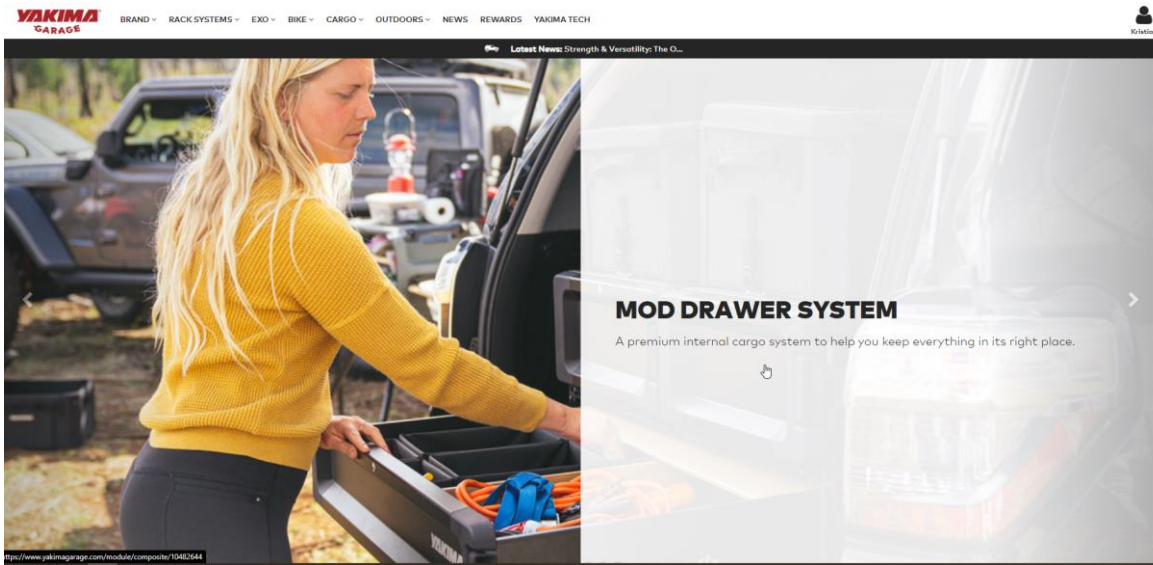
A woman with long blonde hair, wearing a red jacket and a striped beanie, is sitting inside a grey tent. She is looking thoughtfully to the side with her hand near her face. The tent is set up outdoors, and the background shows a blurred natural setting. The text "DIGITAL TRAINING" is overlaid in white, and "YAKIMA GARAGE" is overlaid in red below it.

# DIGITAL TRAINING

**YAKIMA GARAGE**



# Recent Content & Contests



- Live Now: RuggedLine HD, MOD Drawer System, OnRamp LX
- Please Push for Sign-Ups!
- Share & Push Contests
- Distribute Flyers



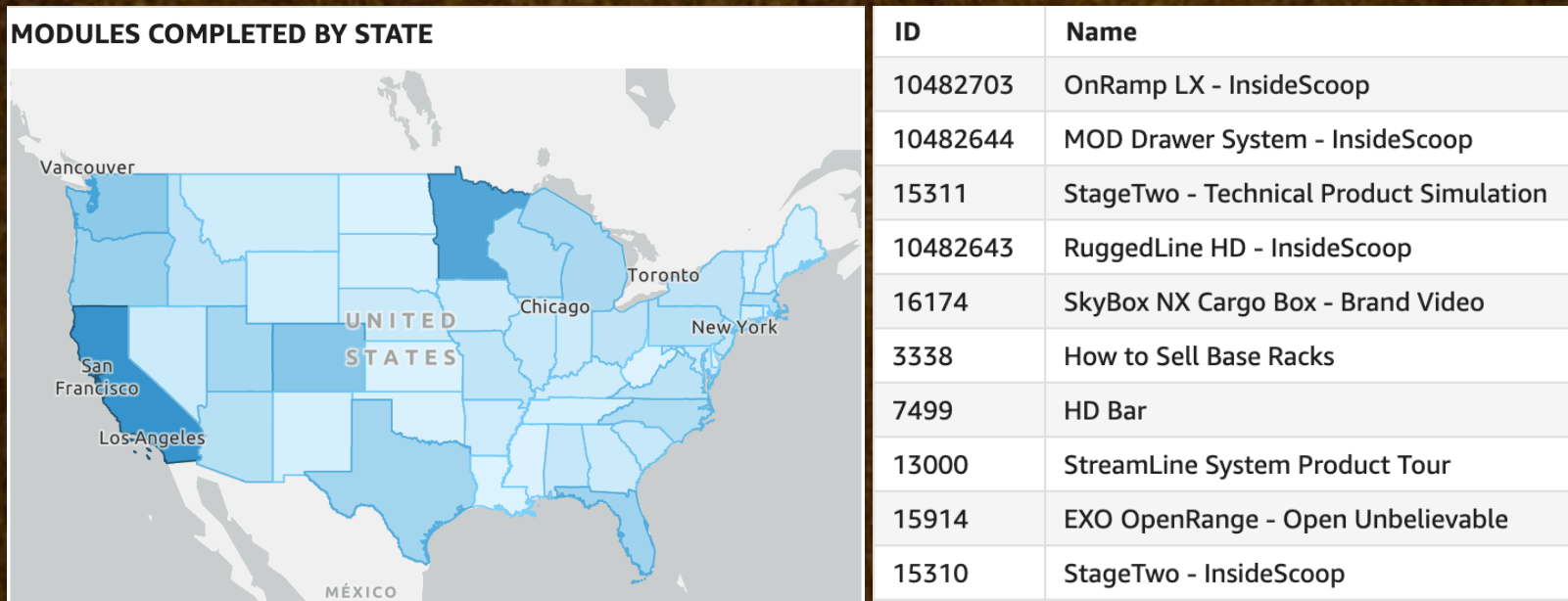


# Review April 2024



Training Completed – Rolling YTD: 109,843

Training Completed – 2024 YTD: 35,121



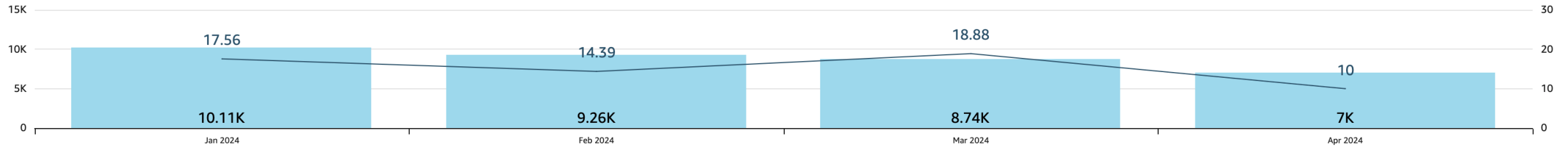
Module Distribution Heat Map

Top 10 Modules 2024 YTD



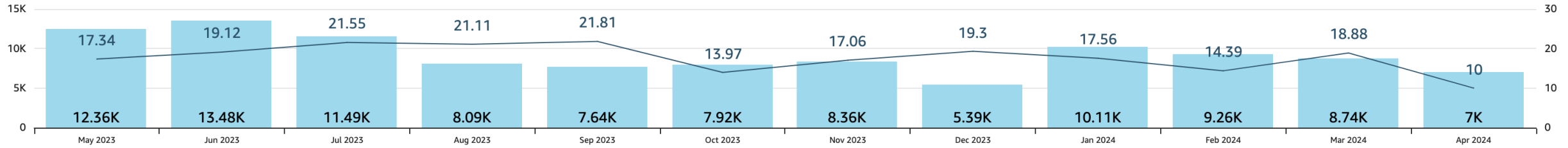
# Review April 2024

Modules completed by Month



2024 YTD

Modules completed by Month



Rolling YTD

# What's Next?

Event	Sp25	
S25 Principal Rep Preview & Business Advisory	March 5, 2024	✓
Digital Showroom Launch	May 21, 2024	✓
TRADE LAUNCH: Summer Sales Meeting (Teams)	May 21, 2024	✓
Dealer Workbooks & Rep Samples Delivered	June 1*, 2024	←
Yakima Rep Connect (Reno, NV)	June 9, 2024	←
Grassroots Connect (GOA) Show (Reno, NV)	June 10-13, 2024	←
SEMA Show (Las Vegas, NV)	Nov 5-8, 2024	←
ATS	February 15, 2025	←





**FRIENDS DONT LET FRIENDS  
ADVENTURE WITHOUT**

**YAKIMA®**

**TAKE IT EASY.**

