



**European Sales Meeting
August 12, 2026**

Agenda

- Vehicle Fit
- GTM/Marketing/Brand
- ClickPro Project
- 2027 New Products
- Sales Program
- EU Warehouse

Vehicle Fit

- Fit Results since Prague
 - New K-kits and existing K-kits
- How to access new Fit information
- Fit Communications
- Other Fit Efforts



New Fits – New K-Kits

IN DEVELOPMENT

K1282 – Available to order in September

- 2026+ Kia K4



From EU Fit work

K1283 – Available to order in September

- 2025+ VW Transporter (T7)
- 2023+ Ford Tourneo Custom



K1284 – Available to order in September

- 2025+ Skoda Elroq
- 2023+ Skoda Kodiaq
- 2024+ Skoda Superb Estate
- 2024+ VW Passat

From Prague in March

K1285 – Available to order in September

- 2015+ Ford Transit



From US Fit Team

FUTURE

K1288 – timing is TBD

- 2022+ Renault Megane e tec

New Fits – Existing K-Kits

2026 - EU	January	February	March	April	May	June	July	August	TOTAL YTD
K-kit Fits	5	6	21	26	72	7	72	38	247
StreamLine Fits	11	18	41	127	105	15	17	56	390
	16	24	62	153	177	22	89	94	637

COMMUNICATION OF NEW FITS

- "Yakima FIT News" emails
- Any time via EU.YakimaTech.com

More emails planned...

- August "Yakima FIT News" email
- October "Yakima FIT News" email
- December "Yakima FIT News" email
- Is this communication helpful?

Where to get new Fit info

- "Yakima FIT News" emails
- EU.YakimaTech.com, "New Fits" page
- EU.YakimaTech.com, "Reports" page

New Fits – Existing K-Kits

Where to get new Fit info

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Product	Make	Model	Type	Years	Tower
Fitting Kit K794 MD	BMW	5 Series Touring	5dr	2024-2025	HD Leg Kit Pack of 4
Fitting Kit K794 MD	Volvo	V40 CC	5dr	2013-2015	HD Leg Kit Pack of 4
Fitting Kit K794 MD	Volvo	V40 CC	5dr	2016-2025	HD Leg Kit Pack of 4
Fitting Kit K794 MD	Volvo	V40 CC	5dr	2013-2015	HD Leg Kit Pack of 4
Fitting Kit K794 MD	Volvo	V40 CC	5dr	2016-2024	HD Leg Kit Pack of 4
Fitting Kit K794 MD	Volvo	V60	5dr	2010-2019	HD Leg Kit Pack of 4
Fitting Kit K794 MD	Volvo	V60	5dr	2010-2018	HD Leg Kit Pack of 4
Fitting Kit K794 MD	Volvo	V60 CC	5dr	2015-2018	HD Leg Kit Pack of 4
Fitting Kit K794 MD	Volvo	V60 CC	5dr	2015-2018	HD Leg Kit Pack of 4

- Reports are password protected
Password: HighSpeed79
*Please don't share password with dealers. Download the report and email it to your dealers periodically.

Vehicle Fit

Preview of August Update

New Live Fits:

- 2025+ BYD Seal 6 DM-i Touring, Flush Rail, **K1193, SightClip 73**
- 2024 Audi A5 Avant, FlushRail, **K1000, SightClip 73**
- 2025 Peugeot 5008, FlushRail, **K1000**
- 2024 Cupra Terramar, FlushRail, **K1000**
- 2026 BMW IX3, Naked Roof Fixed Point, **K1173, Landing Pad 22**
- 2026 Kia EV4, Naked Roof Fixed Point, **K451, Landing Pad 22**
- 2026 VW Touareg, FlushRail, **K958**
- New **K328** Fits:
 - 2026 Renault 4, Raised Rail, **K328**
 - 2026 VW Taigo, Raised Rail, **K328**
 - 2026 Fiat E-Doblo, Raised Rail, **K328**
 - 2026 Toyota Proace City, Raised Rail, **K328**
 - 2026 Opel Combo Life, Raised Rail, **K328**
 - 2026 Ford Tourneo, Raised Rail, **K328**



Hello Yakima Distributors,

It was great connecting with all of you in person and we have been busy since the Distributor Meeting in Prague. We would like to share an update on several new vehicle fits that have gone live over the past few months.

Please find the latest full list of vehicle fits [here](#). All new and existing vehicle fit information can also be accessed via the **Vehicle Fit** tab in the **Yakimatech** site. Please see instructions below on how to access the reports and protocol with supporting your dealers with fit information.

NEW VEHICLE FITS



2025+ BYD Seal 6 DM-i Touring

- Flush Rail
 - K1193
 - SightClip 73



2024 Audi A5 Avant

- Flush Rail
 - K1000
 - SightClip 73



2025 Peugeot 5008

- Flush Rail

Other Fit Activity

Fit Missions

- March Prague trip
 - Focused on new kit development – Skoda, VW, ...
- August Norway trip – Taylor and Batu fitting cars right now!
 - Focused on electric vehicles (lots from China), and other new EU vehicles
- Next trip in Q4

EU Fit Priorities Tool

- Sent out tool for your vehicle priorities
- Your input is supporting our Fit work
- I want to know if you're feeling the difference. Email survey to follow.

GTM/Marketing/Brand

Marketing Campaigns

- Paid media = big bang for buck!
- Flanders, Netherlands, Wallonia campaigns generating 3.6K website sessions, 1.61M impressions, 571K people reached, 2.36% CTR
- Carousels do the work. Five carousels drove 76% of impressions and 71% of clicks

Meta



Facebook, Instagram & Audience Network

1.61M

Total impressions

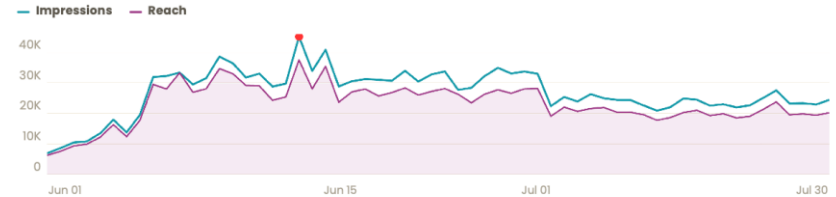
571K

People reached

2.36%

Blended CTR

Daily impressions vs. reach - June 1 - July 30, 2026



JUNE

827,707

impressions - 27,590 / day

JULY

779,931

impressions - 25,998 / day | **5.8%**

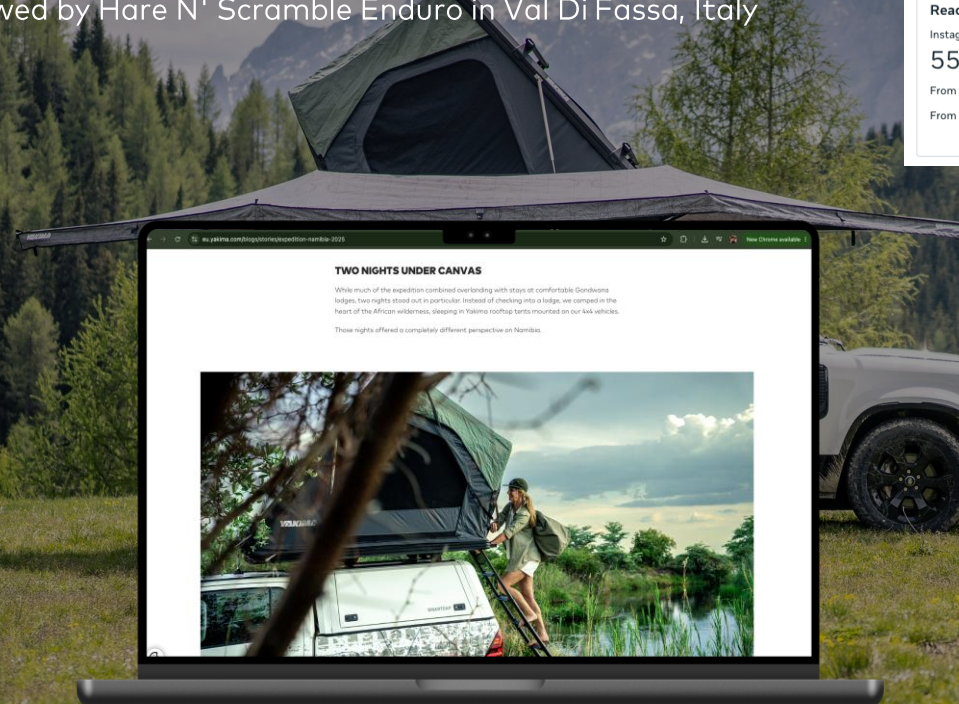
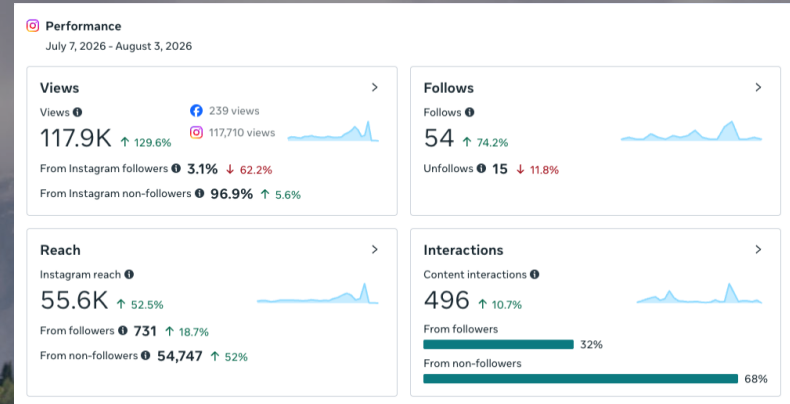
PEAK DAY

Jun 20

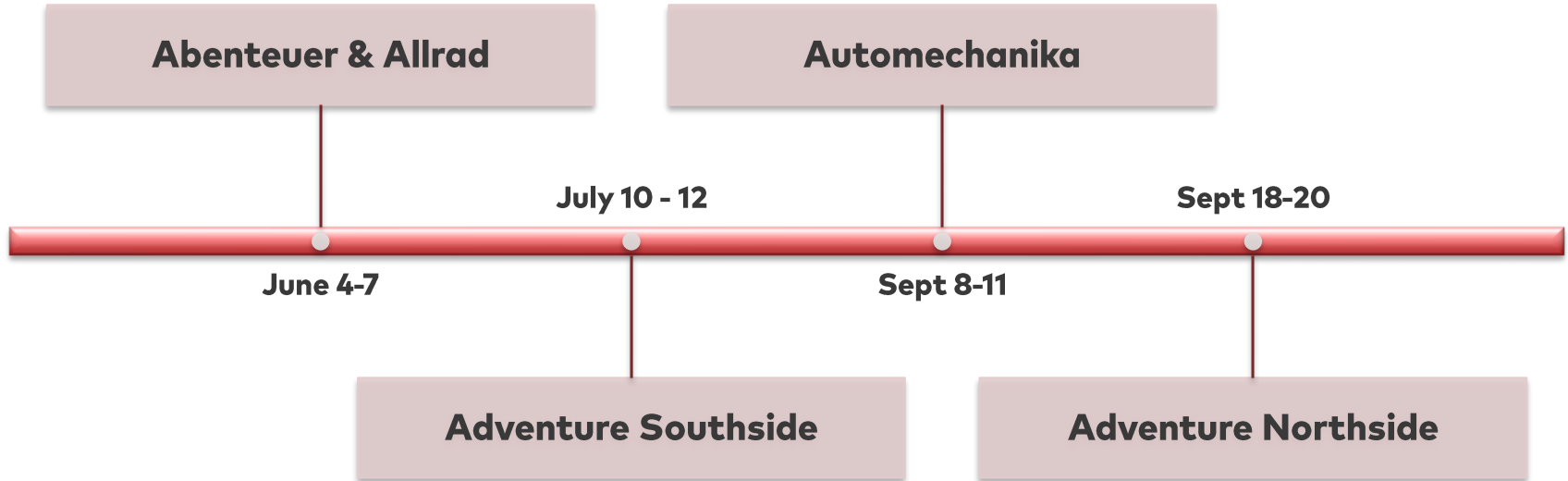
45,139 impressions - 37,488 reach

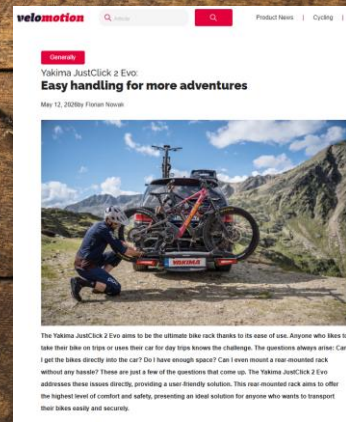
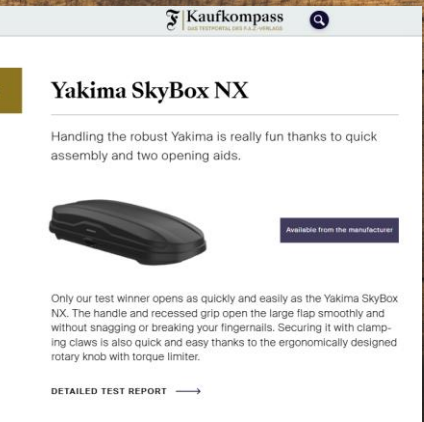
Content

- Europe Road Trip with the Rasenmäher Family is cruising.
- Social is growing steadily due to the content they are putting out.
- Next stop is Österreich, Austria for Father & Son Days
- Followed by Hare N' Scramble Enduro in Val Di Fassa, Italy



GTM - Shows



[illegible]

Swag



UP FOR DISTANCE
YAKIMA

YAKIMA

GTM Calendar

2026 Launch

Web Updates

Ongoing

Garage, Bynder Integration

Ongoing

Rasenmäher Road Trip

June, Aug, Sept

Pricing on website

Target Sept

Photoshoot – Urban Bike

Target Sept

Catalog

Target Oct

2027/28 Launch

Distributor Advisory Meeting

Aug 5th

Sales Meeting

Today

Orders Due

Sept 1st

Distributor Advisory Meeting

Q4 TBD

Sales Meeting Slovenia

Q4 TBD

EU Warehouse Opening

Mid 2027, TBD

Automechanika

Sept 8 – 12

2027 New Products

- New Product Overview
- New Product Details
- Pricing and Sell-in Tools

Product Collection: Europe S26, S27, S28

2026	2027	ATS	2028	ATS
RuggedLine HD	Updated JustClick & FoldClick	Q1 TBD 2028	Premium Towball Bike rack	TBD
New LockNLoad Platform	EXO System New LightMate EU	Q1 Q1	New FatCat	TBD
SkyBox NX GearBox	LowLine Tower RidgeTop HD Crossbar OverDrive Crossbar	Q1 Q1 Q1	More RLHD vehicles	Q1-Q4
EXO OpenRange SkyPeak HD Accessories	RuggedLine HD, more vehicles	Q1-Q4		

ClickPro Project

- Cost challenges causing delay
- Pushes project into 2028 season
- 2026+ Market position is already under pressure
- Need to take action to regain sales



Pricing and Program

Goals

- Limit share erosion
- Preserve 2027 sales

Actions

- Keep ClickEVO Selling

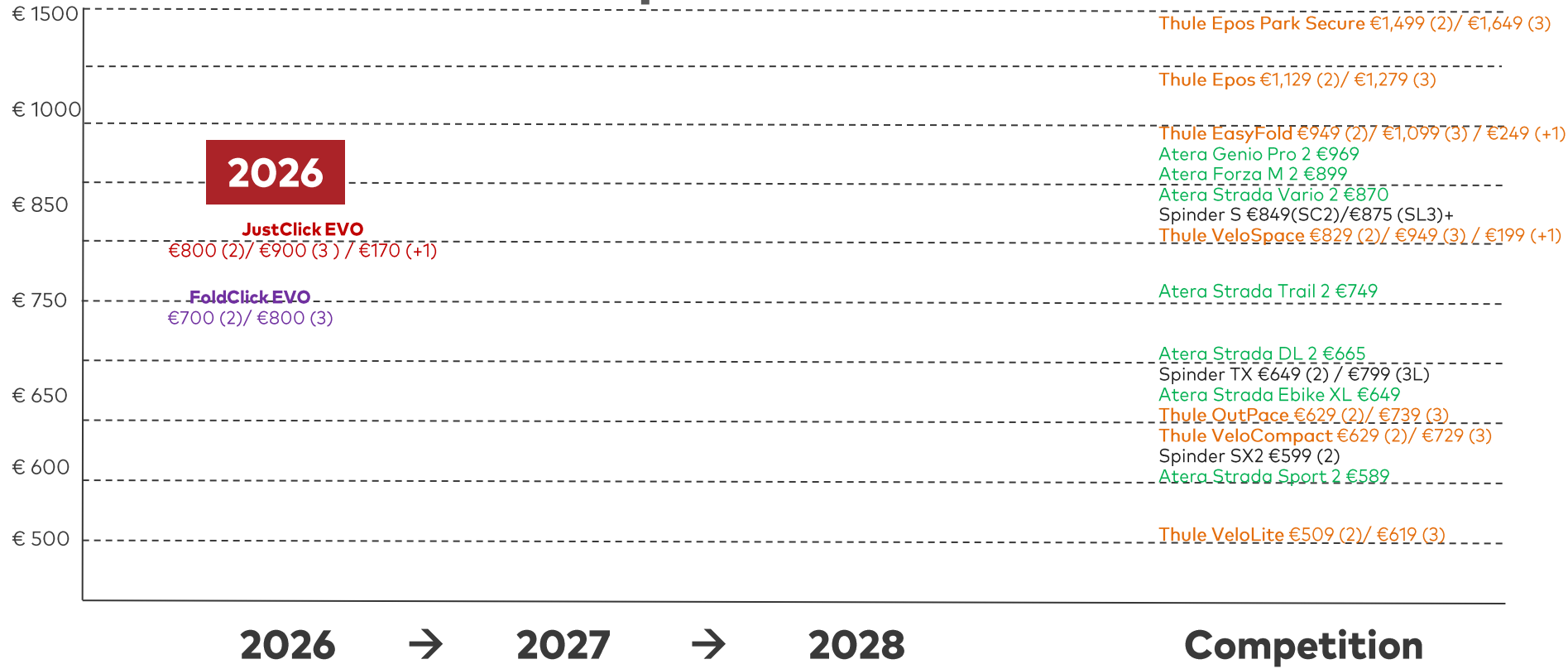
Drivers

- Re-priced ClickEVOs
- Q4 Sales Program



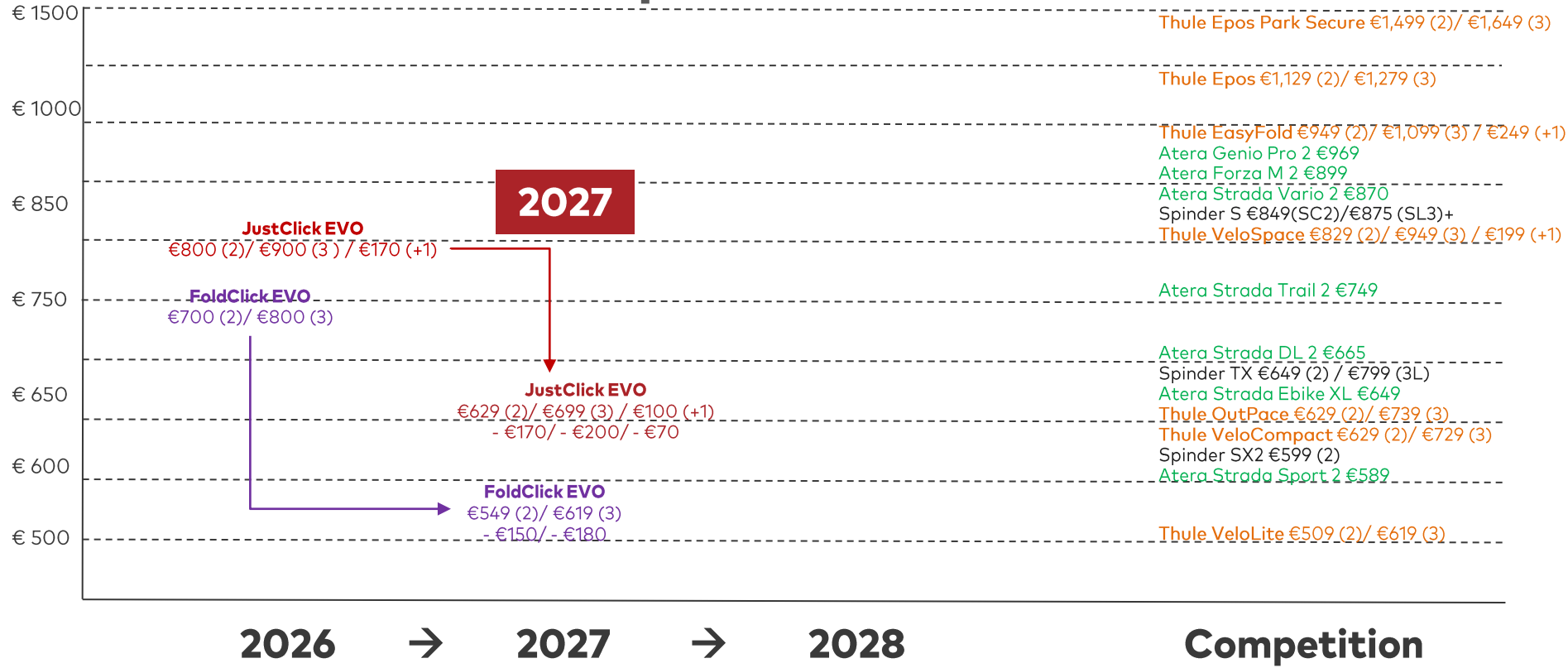


Bike TowBall Landscape



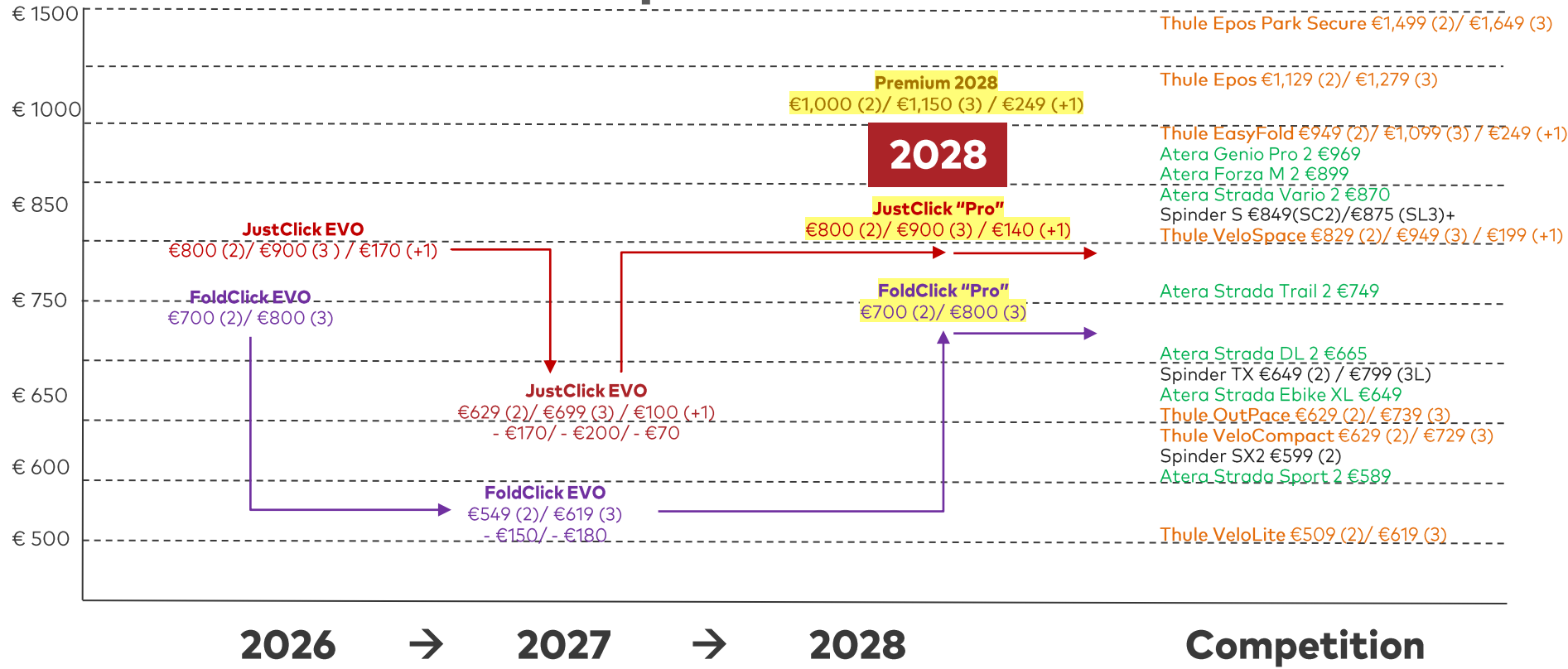


Bike TowBall Landscape





Bike TowBall Landscape



Product Collection: Europe S26, S27, S28

2026	2027	ATS	2028	ATS
RuggedLine HD	EXO System 50mm Hitch	Q1	Premium Towball Bike rack	Q1
New LockNLoad Platform	New LightMate EU	Q1		
SkyBox NX GearBox	StageTwo	Q1	JustClick PRO FoldClick PRO	Q1
	BackSwing	Q1		
EXO OpenRange SkyPeak HD Accessories	LowLine Tower	Q1	More RLHD vehicles	Q1-Q4
	RuggedLine HD, more vehicles	Q1-Q4		

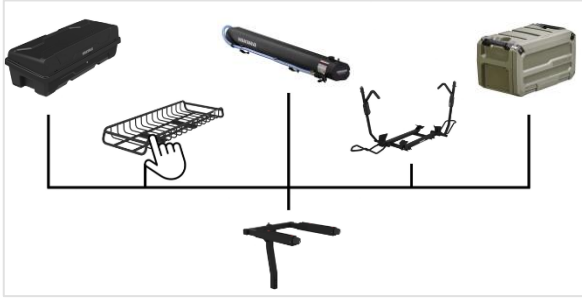
NEW EXO System 50mm Hitch



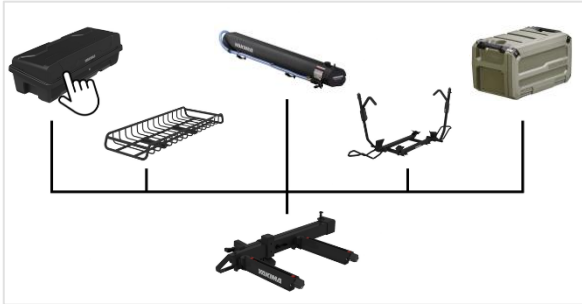
SEE IT IN ACTION

NEW EXO System 50mm Hitch

**TopShelf
(Upper Level)**



**SwingBase
(Lower Level)**



EXO LightMate



A MODULAR SYSTEM



**CONFIGURED FOR YOUR
SITUATION**

NEW EXO System 50mm Hitch

A new version for the EU market:

- SwingBase has integrated wiring with EU 13-pin Round electrical connector
- Compatible with new EU LightMate and bracket kit
- Full range of accessories including:
 - EXO SwingBase (lower level)
 - EXO TopShelf (upper level)
 - EXO DoubleUp (bike)
 - EXO GearLocker (cargo box)
 - EXO GearWarrior (basket)
 - EXO BackDeck (table surface)
 - EXO RoadShower Kit
 - EXO LightMate & Bracket Kit EU
 - EXO OpenRange Deluxe
- EXO & LightMate Homologation in process



EXO SwingBase



EXO TopShelf



EXO DoubleUp



EXO GearLocker



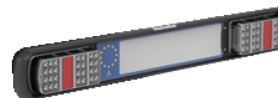
EXO GearWarrior



EXO BackDeck



EXO RoadShower Kit



EXO LightMate & Bracket



EXO OpenRange Deluxe

NEW EXO System 50mm Hitch

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 - EXO GearLocker (cargo box)
 - EXO GearWarrior (basket)
 - EXO BackDeck (table surface)
 - EXO RoadShower Kit
 - EXO LightMate & Bracket Kit EU
 - EXO OpenRange Deluxe
- Popular system combination
SwingBase + TopShelf + GearLocker + DoubleUp + LightMate
€ 699 + 479 + 649 + 549 + 199 = € 2575 total



NEW

StageTwo, 50mm hitch

Premium Heavy-Duty bike carrier for serious cyclists

- Ideal for mountain, gravel, and road bikes without fenders
- StrongArm™ wheel hooks secure bikes by the wheels, protecting paint and carbon frames
- Carries 2 bikes, up to 32 kg per bike on-road (19 kg off-road)
- 3-position tilt provides rear vehicle access with bikes loaded and folds flat when not in use
- Tool-free SpeedKnob installation makes mounting and removal quick and secure
- StadiumSeating™ offset trays reduce bike-to-bike interference and improve clearance
- Fits most bike styles, including e-bikes, mountain, road, gravel, BMX, kids', and fat-tire bikes (16" to 29" wheels, up to 5" tires)
- Integrated SKS locks secure both bikes and rack, with compatibility for RampUp, LightMate, BackSwing, and StraightShot accessories
- € 1200 RRP





Accessory light bar for any bike rack.

- Strong, durable Velcro straps to hold the LightMate onto bikes
 - Modern aesthetics and Yakima branding
 - LED lights to keep things nice and bright
 - Bike protection with rubber infill
 - Single piece aluminum design, plastic end caps
 - Sized for EU plate standards
 - EU 13-pin Round electrical connector
-
- Attaches to EXO SwingBase with brackets (and StageTwo, after homologation is completed)
-
- | | |
|------------------------------|-----------|
| • LightMate EU, 13-pin round | € 150 RRP |
| • StageTwo LightMate Bracket | € 50 RRP |





RampUp (StageTwo Ramp Kit)

- Ramp interlocks to the end of the StageTwo trays
- Provides Loading assistance for heavy bikes
- Durable Aluminium construction
- RampUp is 98 cm (38.75") long while stored and 166 cm (65.4") when fully extended
- € 119 RRP



BackSwing (50mm hitch adapter)

- Converts StageTwo into a swing-away system for vehicle access
- Swings open and locks in place, even when bikes are loaded
- Durable design supports up to 113 kg total load capacity (rack plus gear)
- € 399 RRP



StraightShot (50mm hitch adapter)

- Extends your 50mm hitch receiver by 180 mm
- 158 kg weight capacity
- Heavy duty steel construction
- Provides clearance to most spare tyres, like on G-Wagons and Wranglers
- Compatible with Yakima StageTwo
- € 79 RRP

LowLine

NEW



NEW

LowLine

- New Raised Rail tower with a low-profile height
- Newest styling and modern looks
- Easy to install on raised rail with inner claw
- Integrated bar attachment, no bar adapters needed
- Sold in EU with SKS locks included
- Compatible with JetStream crossbars (not TrimHD)
- Compatible with LNL platforms with adapter SKU



- LowLine, 4-Pack w/locks € 180 RRP
- LowLine LNL Adaptor, 2-Pack € 20 RRP



LowLine

TimberLine

K328 + HD Leg



LowLine to LNL Adaptor available in a 2pk



Lower priced ski/snowboard rack, with quality and style

- Easily carries four or six pairs of skis, up to 120mm wide at the tip, or two or four snowboards
 - Easy installation with a tool-free clamp design
 - Universal mounting system compatible with most roof racks
 - Includes a SkiLift attachment to provide clearance for tall bindings
 - Oversized release button that's easy to operate
 - Includes integrated SKS Locks for security
-
- FreshTrack 4 € 210 RRP
 - FreshTrack 6 € 250 RRP

2027 Line Planner

2027 Products

- Orders due by Sept. 1st
- Ready to ship in December for Q1 2027 Delivery

2027 EU Line Planner										Version 13-August-2026	
	CATEGORY	PRODUCT	PART #	STATUS	DETAILS	COO	Ready to Order	Ready to Ship	Target ATS	EU RRP (€)	EU LIST (€)
	EXO	EXO LightMate Kit EU, 13-pin round w/bracket	8002810	NEW		CN	12-Aug-2026	15-Dec-2026	Q1-2027	€ 199.00	€ 165.83
	EXO	EXO SwingBase, 50mm hitch	8002805	NEW		CN	12-Aug-2026	15-Dec-2026	Q1-2027	€ 699.00	€ 582.50
	EXO	EXO TopShelf	8002716	NEW		CN	12-Aug-2026	15-Dec-2026	Q1-2027	€ 479.00	€ 399.17
	EXO	EXO GearLocker	8002862	NEW		CN	12-Aug-2026	15-Dec-2026	Q1-2027	€ 649.00	€ 540.83
	EXO	EXO DoubleUp	8002722	NEW		CN	12-Aug-2026	15-Dec-2026	Q1-2027	€ 549.00	€ 457.50
	EXO	EXO GearWarrior	8002724	NEW		TW	12-Aug-2026	15-Dec-2026	Q1-2027	€ 569.00	€ 474.17
	EXO	EXO BackDeck	8002721	NEW		CN	12-Aug-2026	15-Dec-2026	Q1-2027	€ 169.00	€ 140.83
	EXO	EXO RoadShower Kit	8004112	NEW		CN	12-Aug-2026	15-Dec-2026	Q1-2027	€ 99.00	€ 82.50
	Bike	StageTwo 2" (Anthracite)	8002758	NEW		CN	12-Aug-2026	15-Dec-2026	Q1-2027	€ 1,200.00	€ 1,000.00
	Bike	StageTwo LightMate Bracket	8002789	NEW		CN	12-Aug-2026	15-Dec-2026	Q1-2027	€ 50.00	€ 41.67
	BIKE	LightMate EU, 13-pin round	8002799	NEW		CN	12-Aug-2026	15-Dec-2026	Q1-2027	€ 150.00	€ 125.00
	Bike	RampUp (Ramp Kit)	8002737	NEW		CN	12-Aug-2026	15-Dec-2026	Q1-2027	€ 119.00	€ 99.17
	Bike	BackSwing	8002483	NEW		CN	12-Aug-2026	15-Dec-2026	Q1-2027	€ 399.00	€ 332.50
	Bike	StraightShot	8002739	NEW		CN	12-Aug-2026	15-Dec-2026	Q1-2027	€ 79.00	€ 65.83
	Roof Racks	LowLine, 4-Pack w/locks	8000522	9813064	Replaces TimberLine	CN	12-Aug-2026	15-Dec-2026	Q1-2027	€ 180.00	€ 150.00
	Roof Racks	LowLine LNL Adaptor, 2-Pack	8000527	NEW		CN	12-Aug-2026	15-Dec-2026	Q1-2027	€ 20.00	€ 16.67
	Snow	FreshTrack 4	8003244	NEW		CN	12-Aug-2026	15-Dec-2026	Q1-2027	€ 210.00	€ 175.00
	Snow	FreshTrack 6	8003245	NEW		CN	12-Aug-2026	15-Dec-2026	Q1-2027	€ 250.00	€ 208.33

Program Overview

Discounts & Dating

- 2026 FOB Pricing Basis
 - -2% off
- Bonus -1% with mix of NPI items
 - +30 days dating for Net 120
- Full container minimum order
- Discounts excluded for re-priced ClickEVO Range

Critical Dates

- Orders Due September 1st
- CRD and Pickup by December 18th
 - ATS in Q1



European Warehouse

Here it comes...

- Shorter lead times
- Regional availability in addition to MD program
- Targeting mid 2027
- Q4 Order and MD support are only game in town until June
- Plan for success



Wrap-Up

- Vehicle Fit
- GTM/Marketing/Brand
- NPI 2026-2028
- ClickPro Project
- Sales Program
- EU Warehouse

Improving Landscape

Building Brand Awareness

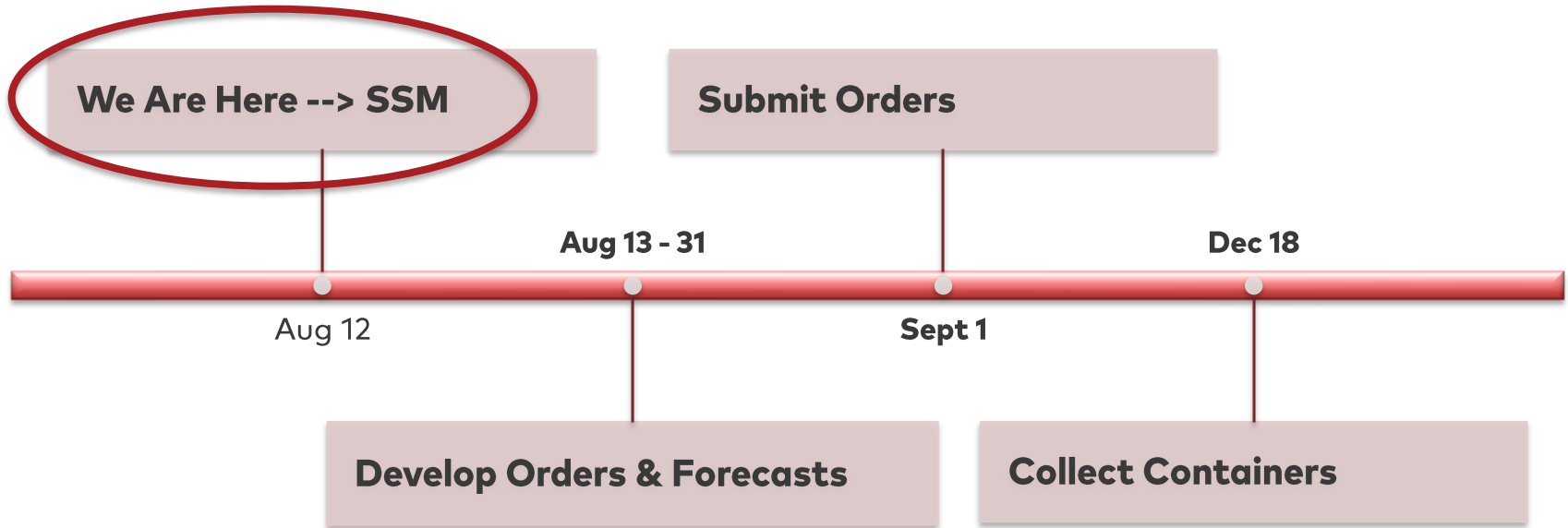
EXO, LowLine, Premium Towball

Desert Crossing, Hold Share

Plan for Success

Better Availability, Plan Q4 until H2

Timeline





Thank You!