

YAKIMA®

S26 – SUMMER SALES MEETING

2025 ROY Priorities

Short-term Focus

Retail Support & Stabilization

- Mitigate burden of tariffs and instability
- Maintain competitiveness and shelf share
- Protect distribution from competition
- Build excitement for focused NPI launch

Systems & Process Advancement

- Continue progressing enterprise initiatives
- Emerge from 2025 with unified systems
- ERP, Web platform, Databases, PIMS
- Internal controls, External audits, etc.

Operational Tightening

- Continue SIOP process refinement
- Distribution center cleanup / enhancement
- Revised organization / planning function
- Continue seeking high reward efficiencies

Remain Nimble

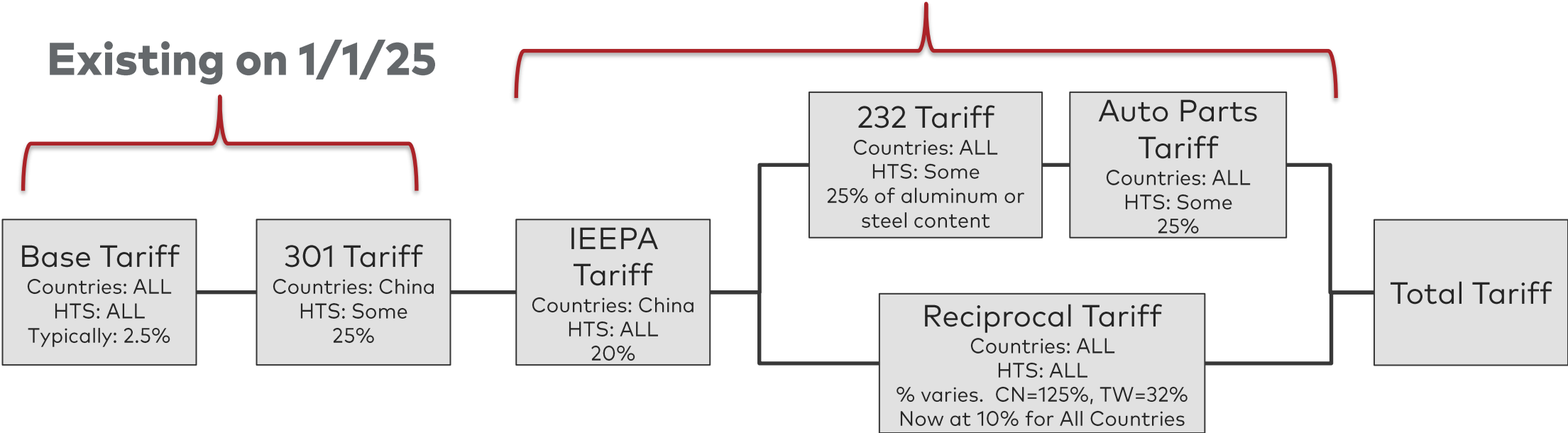
- Adjust appropriately as context shifts
- Stay focused on the signal, not the noise
- Harness and ride the tailwinds
- Work the challenges, don't create more

Riding The Tariff Wave

New News Everyday

New for 2025

Existing on 1/1/25



A dark, atmospheric photograph of a dense evergreen forest. The trees are tall and pointed, filling the frame. A thick mist or fog hangs between the trees, creating a sense of depth and mystery. The overall color palette is dark, with various shades of green and grey. In the center of the image, the word "PRODUCT" is written in a bold, white, sans-serif font. A thin red horizontal line is positioned directly beneath the text.

PRODUCT

Sp25 Product Launch

Already Shipping

- StageTwo
- SkyBox NX Skinny & XXL
- CBX Obsidian LG & XXL
- LowRider & LowRider w/alloy wheels
- OverNOut 180 & 270XL Awnings
- SkyRise HD & SL

Coming soon

- SkyPeak HD available by 7/1

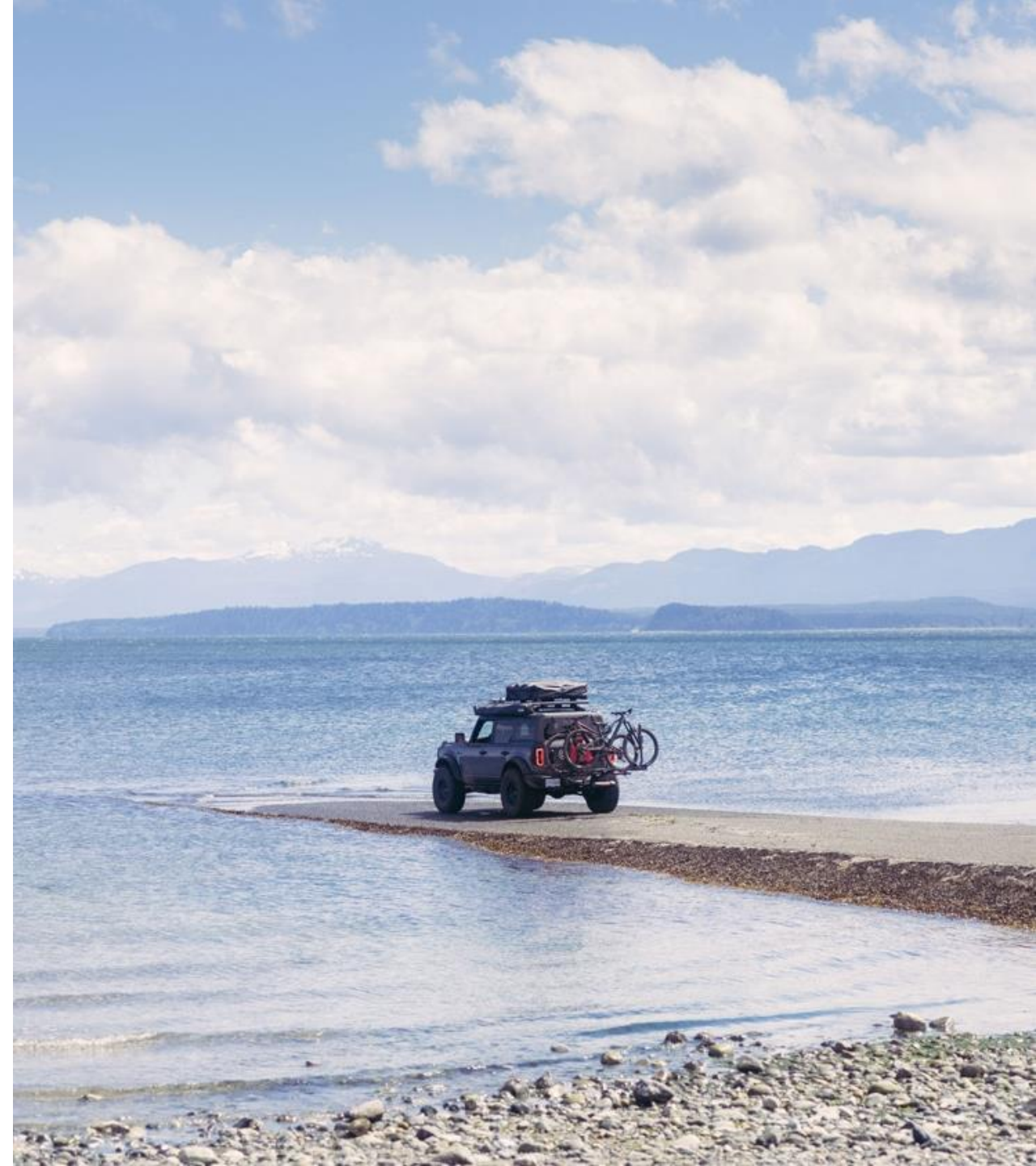


Market Update

...AT LEAST FOR THIS WEEK

The world changes, and we must be agile.

- Fast and frequent news
- We are, and will be nimble
- Market Pricing has shifted (by all)
- We are still set up to win



Recent Price Adjustments

OUR APPROACH

APRIL 7th PRICE INCREASE

We moved quickly, to give early visibility to our partners and to cover the immediate impacts on our business from the start of the season.

- Initial new tariffs of:
20% + 0-25%
(on China) (on all imported steel/alum.)
- Did not include reciprocal tariffs (10-125%)
- Did not include auto parts tariff
- 13% average price increase on 143 SKUs
- Increases are blended over the product line, not SKU by SKU

JUNE 23rd PRICE INCREASE

We were ready for full tariff impact, but adjusted down at the last minute with most recent China tariff "pause".

- Accounted for reciprocal tariffs announcements (on Liberation Day)
- Planned for 125% reciprocal China tariff, but then were retracted
- 6.6% average price increase on 87 SKUs
- Goal to recover margin, but remain competitive
- Some cases we held price, to gain share
- Still shouldering all the tariff impact, with much lower margins than normal

Recent Adjustments

Summary of our recent price changes for 6/23

87 SKUs Increased, 6.6% average increase

- Camp, 12 SKUs, +5.6% avg.
 - Roof Racks, 39 SKUs, +5.1% avg.
 - Bike, 21 SKUs, +8.2% avg.
 - Truck Accessories, 3 SKU's, +8.4% (not OverHaul)
 - Water/Fish, 7 SKUs, +9.3% avg. (not JayLow)
 - EXO GearLocker & GearWarrior, +3.5% avg.
 - Baskets, 3 SKU'S, +3.0% avg.
-
- No June increases: JayLow, OverHaul, SkyBox NX, CBX, EXO, trailers, snow



Recent Price Adjustments

YAKIMA VS COMPETITORS

THULE

Heaviest increases on bike and camp, with more in water, snow, truck, and slightly in crossbars.

- New prices effective 6/2, on 117 SKUs, likely no changes until 2026
- Big price increases in bike trays, but weak in the lower price points?
- Are Arcos/Santu a shot at EXO?
- Euro influence via new OutPace

- Keeping old tray racks AND new ones makes a crowded premium offering



- Force 3 is new, but still chasing strong NX sales



- Motion 3 is leading, so we need big gains from new CBX



- Santu box + Epos



- New mid-priced OutPace



Recent Price Adjustments

YAKIMA VS COMPETITORS

KUAT

Heavily impacted by China tariffs, they finally increased prices broadly, more heavily on premium products.

- New prices effective 6/16
- Yakima still has price advantages, after increases
- Also announced new Piston ION e-bike rack, available in Fall/Winter 2025, \$1,289 (...for now)



- Piston Pro/X, +\$200



- NV 2.0 & NV Base 2.0, +\$100



- Piston ION e-bike rack
- IBEX truck rack, +\$100



- Sherpa 2.0, +\$70



- Transfer v2, +\$60

2 Bike Tray Landscape - US

*Prices shown are after all June price changes
**Mid-2025 price increases shown as (+\$)



*June 2025 Summer prices

Bike Tray Racks

COMPETITIVE LANDSCAPE

*Prices shown are after all June price changes
 **Mid-2025 price increases shown as (+\$)



Yakima HoldUp \$569 (+\$50+\$20)
Good
Kuat Transfer \$549 (+\$60)
Thule Pro X \$549 (-\$100 F24)
Thule OutPace \$599 (+\$50)

2026 Yakima (NEW) \$699
Better
Kuat Sherpa 2.0 \$759 (+\$70)
Thule OutPace \$599 (+\$50)

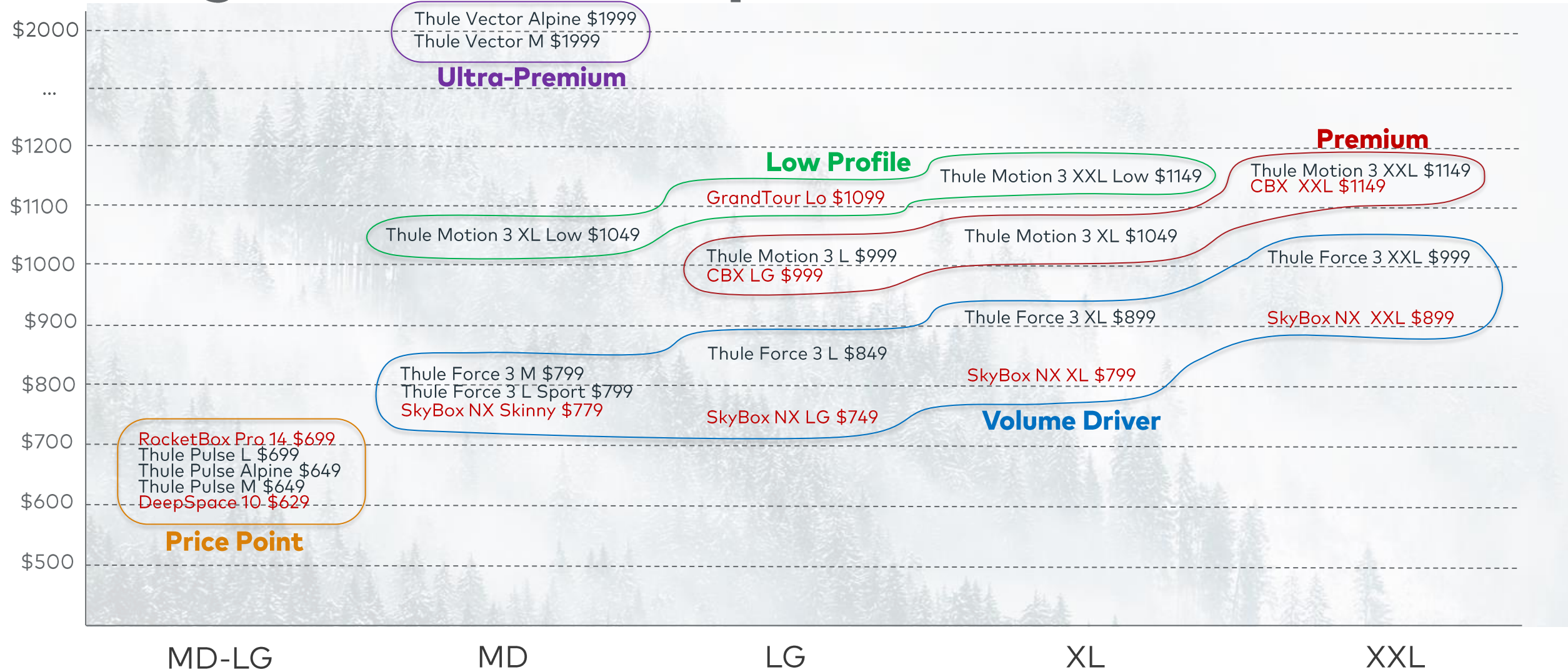
Yakima StageTwo \$949 (+\$50+\$50)
Best
Thule Verse \$999 (+\$50)
Kuat NV 2.0 \$989 (+100)
Kuat NV Base 2.0 \$898 (+\$100)
Thule Pro XTR \$849 (+\$50)

Yakima OnRamp LX \$999 (+\$50+\$50)
eBike
Thule Epos \$1,099 (+\$100)
Thule EasyFold XT \$999 (+\$120)
Thule OutPace \$599 (New +\$50)



Cargo Boxes Landscape - US

*Prices shown are after all June price changes



*2025 Summer prices

Cargo Boxes

COMPETITIVE LANDSCAPE

*Prices shown are after all June price changes
 **Mid-2025 price increases shown as (+\$)

				
RocketBox Pro 14 \$699 (+\$100) Price Point & Misc. Thule Pulse L \$699 (+\$50)	SkyBox NX Skinny \$779 (+\$0) MD/Skinny Thule Force 3 M \$799 (NEW+\$0) Thule Force 3 L Sport \$799 (NEW+\$0)	SkyBox NX LG \$749 (+\$0) LG Thule Force 3 L \$849 (NEW+\$0)	SkyBox NX XL \$799 (+\$0) XL Thule Force 3 XL \$899 (NEW+\$0)	SkyBox NX XXL \$899 (+\$0) XXL Thule Force 3 XXL \$999 (NEW+\$0)
				

Cargo Boxes

COMPETITIVE LANDSCAPE

*Prices shown are after all June price changes
 **Mid-2025 price increases shown as (+\$)

			
CBX LG \$999 (+\$100)	--	CBX XXL \$1149 (+\$100)	GrandTour Lo \$1099 (+\$100)
LG	XL	XXL	Low Profile
Thule Motion 3 L \$999 (+\$0)	Thule Motion 3 XL \$1049 (+\$0)	Thule Motion 3 XXL \$1149 (+\$0)	Thule Motion 3 XXL Low \$1149 (+\$0)
			Thule Motion 3 XL Low \$1049 (+\$0)



Roof Rack Systems

COMPETITIVE LANDSCAPE

*Prices shown are after all June price changes
 **Mid-2025 price increases shown as (+\$)



Round Bar System Bar+Tower+Clip/LP \$569 (+\$20)
Vehicle kit required
Thule Square Bar Evo \$580 (+\$10)
--

CoreBar System Bar+Tower+Clip/LP \$629 (+\$10)
Vehicle kit required
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JetStream Bar System Bar+Tower+Clip/LP \$689 (+\$0)
Vehicle kit required
Thule WingBar Evo \$680 (+\$10)
Rhino Vortex Bar \$605

JetStream System Bar+TimberLine \$509 (+\$0)
No kit required
Thule WingBar Evo \$499 (+\$10)
Rhino Sportz Bar \$540

HD Bar System \$768 (+\$0)
Vehicle kit required
Thule ProBar Evo \$659 (+\$0)
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Recent Price Adjustments

YAKIMA VS COMPETITORS

*Prices shown are after all June price changes

**Mid-2025 price increases shown as (+\$)

RidgeBack 4 \$459 (+\$50+\$30)
Bike Mast
Thule Apex XT 4 \$499 (+\$50)

FullSwing \$699 (+\$50)
Bike Mast Swing
Thule Apex XT Swing \$699 (+\$0)

HighRoad \$349 (+\$30+\$20)
Bike Roof
Thule UpRide \$349 (+\$50)

FrontLoader \$249 (+\$50)
Bike Roof
RockyMounts BrassKnuckles \$249 (+\$0)

OverNOut 270 XL \$1,099 (+\$100)
Camp
Rhino BatWing 270 \$1,399

JayLow \$239 (+\$0)
Water
Thule HullAPort XTR \$249 (+\$0)
Malone Downloader \$199

FatCat EVO 6 \$399 (+\$50)
Snow
Thule Snowpack 6 \$399 (+\$0)
Kuat Grip 6 \$498

SkyRise SL \$2,199 (+\$400)
Camp
Thule Approach S \$2,299 (+\$300)
Roofnest Meadowlark XL \$1,999

SkyRise HD \$2,899 (+\$400)
Camp
Thule Approach M \$2,699 (+\$200)
iKamper X-Cover 3.0 \$2,699

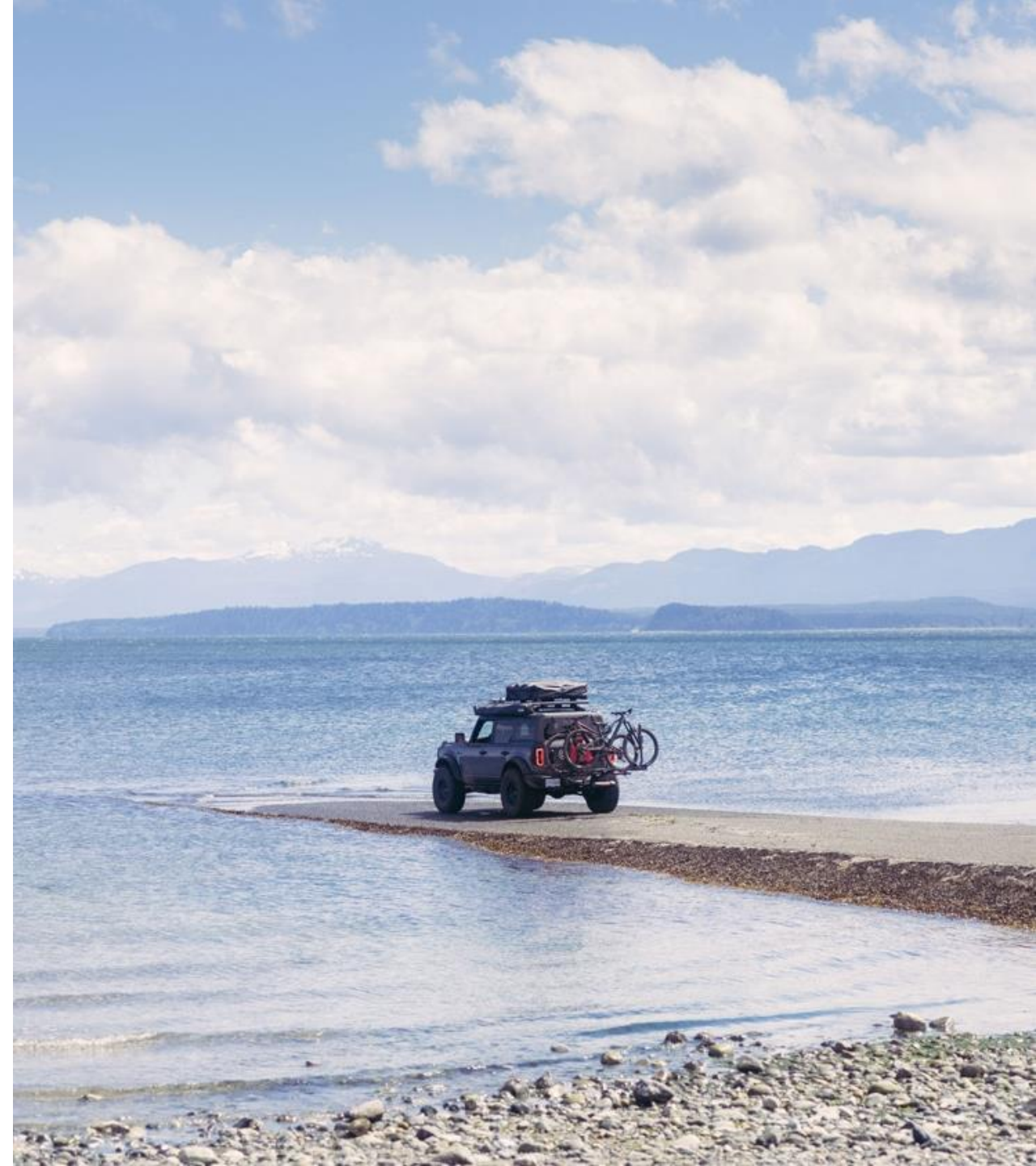
SkyPeak HD \$3,999 (+\$1,000)
Camp
Thule Basin Wedge \$2,999 (+\$0)
Roofnest Falcon 3 EVO \$3,499

Market Update

...AT LEAST FOR THIS WEEK

The world changes, and we must be agile.

- Fast and frequent news
- We are, and will be nimble
- Market Pricing has shifted (by all)
- We are still set up to win



A dark, atmospheric photograph of a dense evergreen forest. The trees are tall and pointed, with mist or fog hanging between them, creating a sense of depth and mystery. The overall color palette is dark, with various shades of green and grey.

NEW PRODUCT

SPRING 2026

A dark, atmospheric photograph of a dense evergreen forest. The trees are tall and pointed, with mist or fog hanging between them, creating a somber and mysterious mood. The lighting is low, with the trees appearing in various shades of dark green and black.

Feeling down?

Frustrated? Discouraged? Disappointed?

Yakima has something that can help.

BIKE THERAPY

with Yakima



BIKE THERAPY

The complete path to wellness

New
Sp26

HoldUp

New
Sp26

StepUp

StageTwo

HangTight

Vertical Orientation

Electric Tendencies

OnRamp LX



& Swing Version



ALTERNATIVE PATHWAYS

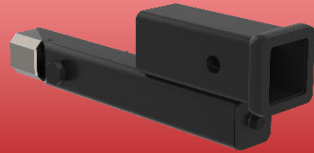
Supplemental Approach

New
Sp26

2.5" to 2" Adapter



FlipFlop



Hitch BookMark



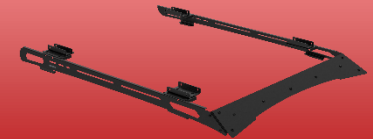
Adjustable Awning
Bracket



OpenRange Deluxe



RuggedLine HD
Tacoma 2024+



Special Treatments

2026
Only

OverHaul HD
Shadow Edition



Yakima

Sp26 Product

TRANSITION PLANNER

23 SKU's total

PRIMARY LAUNCH STORIES

BIKE

TRUCK

SUPPORTING PRODUCTS

HITCH ACCESSORIES

ROOF RACKS

CAMP

CATEGORY	PRODUCT	PART #	STATUS	DETAILS	ATS
NEW					
BIKE	StepUp Swing	8002770	NEW		Feb/2026
BIKE	StepUp 2"	8002771	NEW		Feb/2026
BIKE	StepUp 1.25"	8002772	NEW		Feb/2026
BIKE	HoldUp 2"	8002796	TRANSITION	Replaces HoldUp 8002443 & 8002445	Feb/2026
BIKE	HoldUp +2 Add-On	8002796	TRANSITION	Replaces HoldUp +2 Add-On 8002446	Feb/2026
BIKE	FlipFlop	8002785	NEW	Hitch Adapter	Feb/2026
BIKE	2.5" Hitch Adapter	8002786	NEW	Hitch Adapter	Feb/2026
BIKE	BookMark (Black)	8002787	NEW	Hitch Accessory	Feb/2026
BIKE	BookMark (Silver)	8002788	NEW	Hitch Accessory	Feb/2026
BIKE	BookMark (12 Pack)	8002806	NEW	Bulk Retail Pack	Feb/2026
CAMPING	Adjustable Awning Bracket	8005098	NEW		Feb/2026
EXO	EXO OpenRange Deluxe (w/legs)	8007540	TRANSITION	Includes Leg Kit, Replaces 8007448	Sept/2025
TRUCK	OverHaul HD Shadow Edition MD	8001185	NEW	Includes MD Crossbars	Feb/2026
TRUCK	OverHaul HD Shadow Edition LG	8001186	NEW	Includes LG Crossbars	Feb/2026
ROOF RACKS	RuggedLine HD Tacoma (4th Gen)	8005074	NEW	Tacoma 2024+	Sept/2025
ROOF RACKS	Landing Pad 37 (Corolla Cross)	8000260	NEW	Corolla Cross 2022+	Apr/2025
ROOF RACKS	Landing Pad 33 (Tacoma/ID Buzz)	8000264	NEW	Tacoma 2024+/ID Buzz 2025+	Oct/2025
ROOF RACKS	Landing Pad 34 (2-pack) (Defender)	8000267	NEW	Defender 90/110/130 2020+	Oct/2025
ROOF RACKS	Landing Pad 41 (Grand Highlander)	8000265	NEW	Grand Highlander/TX 2024+	Oct/2025
ROOF RACKS	Landing Pad 38 (2-pack) (Transit)	8000261	NEW	Transit 2015+	Feb/2026
ROOF RACKS	Landing Pad 35 (2-pack) (Smart Cap/Santa Cruz)	8000268	NEW	Smart Cap/Santa Cruz tonneau cover 2022+	Feb/2026
ROOF RACKS	SightClip 90 (LX)	8006490	NEW	LX 2022+	Oct/2025
ROOF RACKS	SightClip 49 (Q6 e-tron)	8006449	NEW	Q6 e-tron 2025+	Oct/2025

YAKIMA®



2026 Truck Product Launch



OverHaul Shadow Edition

THE OBJECTIVE

Call To Attention

- Yakima Brand
- Top Truck Rack

Reaching Out

- Overland
- Off-Road

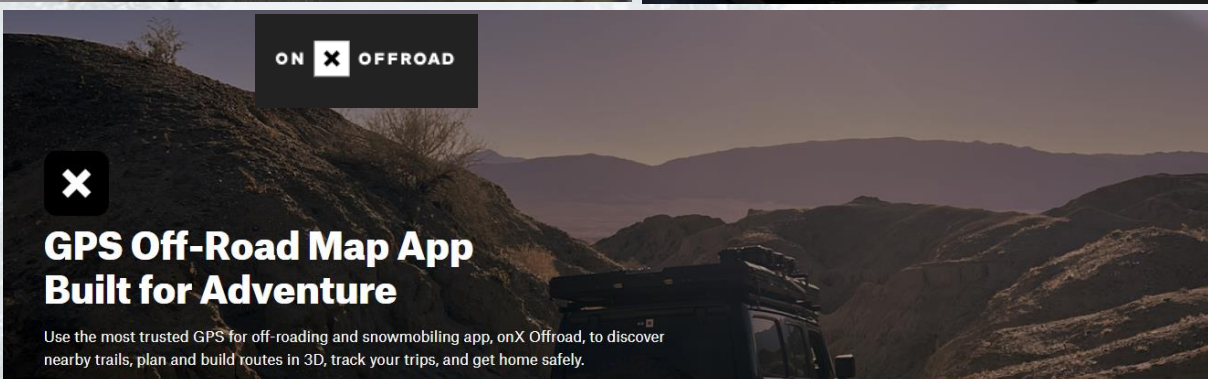
Exclusive Launch

- Limited run
- Collectable
- New Accessory
- Bonus extras
- All-in-one



OnX
Collaboration

Yakima Products, Inc. Confidential



**GPS Off-Road Map App
Built for Adventure**

Use the most trusted GPS for off-roading and snowmobiling app, onX Offroad, to discover nearby trails, plan and build routes in 3D, track your trips, and get home safely.



OverHaul Shadow Edition

WHAT'S EXCLUSIVE

Adjustable Molle Pannel

- 2x Panels Included
- 40" – 54" Crossbar spreads
- 80lb load limit
- Laser cut Shadow Edition logo

Limited Edition Badging

- Shadow edition Logo + Larger Yakima logo
- Serialized plates w/logo and 01/1000

Everything In One Box

- 2 SKU's, with Medium or Large crossbars
- Unique packaging with premium experience

Surprise & Delight

- 1-year free subscription to OnX Offroad
- Included tools come packaged in tool roll
 - Room for more tools
 - Has Yakima and OnX logos



Limited Run of 1000
MSRP - \$2199

*Adventure Therapeutics Certified

Adjustable Awning Bracket

AWNING ACCESSORY

Need some space? Adjustable awning bracket lets you raise or lower your shade to accommodate more on your bars

- Compatible with all Yakima awnings
- Provides 95mm of vertical adjustment
- T-slot attachment hardware included
- MSRP - \$99





OpenRange Deluxe

EXO SYSTEM CAMP KITCHEN BUNDLE

Same great outdoor camp-kitchen with a new bundle offering. This new kit includes both the Wood and Metal Side Tables and the Leg Kit.

- Compatible w/EXO SwingBase or EXO TopShelf
- Durable rotomolded shell with a rubber door seal
- Fold down door can be used as a prep surface
- Included utensil drawer, external backboard organizer, side tables, sink, cutting board & legs
- 85 L/90qt of internal storage space
- Includes SKS locking latches to secure your gear
- MSRP - \$1,199



YAKIMA®



2026 Bike Product Launch



OnRamp LX's eBike Competitive Wins

- Carries Heaviest Bikes
- Fully Rated RV & Swing
- Adjustable XX-long Wheelbase Cargo Bikes
- Fits X-fat Tires Out Of The Box
- Fits All Wheel Sizes
- Fast Bike Fit, Loading, Unloading
- Stadium Rise & Tailgate Fit
- Lightweight & Small For Storage
- Flat To Car Tilt Position
- RampUp Included On Rack
- Yakima Accessory Compatibility
- Yakima Testing & Standards



Yakima OnRamp	Thule Epos	Thule EasyFold
2 Bike - \$999 (+\$100)	2 Bike - \$1099 (+\$100)	2 Bike - \$999 (+\$120)
Up to 80lb/36kg per bike RV & Acc Full Rated	Up to 75lbs/34kg RV Rated	Up to 65lbs/29.5kg RV Rated
Up to 54"/1372mm wheelbase, Up to 29", up to 5" wide	Up to 53"/135cm Up to 29", up to 3.2" wide Up to 5" wide with Fat Kit	Up to 51"/130cm Up to 29", up to 3" wide Up to 4.7" wide with Fat Kit
Ramp Included, 3 Position Tilt, Offset Trays. Tailgate Clearance, Light & Plate Kit, Rack Weight-53lbs/ 24kg	Single Arm Frame grab, Light & Plate style, Repair Holder, Transport Wheels Rack Weight-38lbs/17kg	Rear Hoop Frame grab, Ramp included, Light & Plate style, Repair Holder, Transport Wheels Rack Weight-45lbs/20.5kg



StageTwo's Best Competitive Wins

- Carries Heaviest eBikes 2 & +2
- Fully Rated RV & Swing
- Fits X-long Wheelbase MTB
- Fits X-fat Tires
- Fits Lil Kids To 29er Wheel Sizes
- Fast Bike Fit, Loading, Unloading
- Stadium Rise & Tailgate Fit
- RampUp Compatibility With Storage
- Yakima Accessory Compatibility
- Yakima Testing & Standards



Yakima StageTwo	Thule Verse	Kuat NV 2.0
2 - \$949 (+\$100)	2 Bike - \$999 (+\$50)	2 Bike - \$989 (+\$100)
Up to 70lb/32kg per bike RV & Acc Full Rated	Up to 60lbs/27kg RV Rated, no Trailers	Up to 60lbs/27kg RV Rated
30-52"/1372mm wheelbase, 16 – 29", up to 5" wide	Up to 53"/135cm Up to 29", up to 5" wide	Up to 50"/127cm Up to 29", 20-24" w/ Adapter Up to 5" wide with Fat Kit
Remote Tilt, Offset Trays. Tailgate Clearance, Easy Hitch Install, +2Add-On, Light & Plate Kit, Rack Weight–63lbs/ 27.5kg	+2Add-On, Light & Plate Kit, Repair Holder, Transport Wheels Rack Weight–58lbs/26kg	Long time industry leader, was originally very disruptive. But it has aged. +1 or +2, and Ramp Rack Weight–56lbs/25.4kg

2026 StepUp Bike Platform Rack





StepUp Consumer Mindsets

Deeply Held Motivators, Hindrances. & Attitudes

Motivated to ride for their physical and mental health. Some are competitive, others are there for a good time, but all are looking to share their rides with others.

They can be **Hindered** by total cost of the activity, places to ride being too far away, or simply too hard to find the time in a busy life.

Their **Attitudes** lead them to want up-to-date name brand gear as their identity is being a cyclist, from a brand they trust, and their friends approve of.



Urban Athlete

**Athletic, Competitive,
Bustling/Absorbed Life**

DEMOGRAPHICS

20% of consumers & 33% of market spend,
61% between 18-34, 39% F / 61% M, 60% With Kids in the House, 33%, Higher Income
23% Hispanic, 8% Asian
Live in City Center

MOTIVATORS

Competing against others
Connecting with others
Thrill seeking
Improve overall mental and physical health
Be social and involved

HINDRANCES

Lack of free time
Not feeling safe while riding
Places to ride are too far away
Level of physical comfort on a bike
Intimidated to start of join

ATTITUDES

Grew up in team sports
Very busy and struggle to keep up activity level
Want to know how products were made
Stressed and stretched
Involved and social
Stand out, rather than fit in
Space solutions
Like gear/products

GEAR NEEDS

Technical, stylish and specific-use gear. They like versatile and proven industry brands that are well known and long standing. Tend to feel unspoken to by these brands marketing messages



Aspirational Core

**Performance Seeking, Aspirational,
Intermittent**

DEMOGRAPHICS

14% of consumers & 14% of outdoor market spend,
51% between 18-34, 43% F / 57% M, 45% With Kids in the House
59% Caucasian, 8% Asian
No locationality skew.

MOTIVATORS

Improve overall mental and physical health
Have fun and great experiences
Be social and involved

HINDRANCES

Total cost of bike, accessories and clothing
Places to ride are too far away

ATTITUDES

Focused on few specific activities
Venture away from home for outdoor activities
Value activity-specific gear
Want style of function
Less tradition
May be more gear oriented to impress
Take advantage of shares or rentals

GEAR NEEDS

Quality specific-use gear, but not top end. They like brands that are used by friends or family and long standing in industry. They shop at sporting good chains and specialty chains.



Outdoor Native

**Established, Highly Involved,
Adventure Driven**

DEMOGRAPHICS

12% of consumers & 16% of outdoor market spend,
26% between 35-44, 45% F / 55% M, 45% With Kids in the House
61% Caucasian, 20% Hispanic
No significant skew for locationality

MOTIVATORS

Improve overall mental and physical health
Have fun and great experiences
Improve ability and skillset

HINDRANCES

For some, the lack of free time, most figure it out

ATTITUDES

Challenge themselves, but don't care about being the best
Get kids involved in cycling
Value experiences
See themselves riding into old age
Social and involved
Strong stance of health

GEAR NEEDS

High quality gear with versatile, functional design. They like brands with a mission beyond margin and manage informative websites on the products and technology. They read/watch positive reviews on brands and products before buying. They shop at a mix of specialty instore and online, along with mass online.



2026

StepUp

Streamlined, heavy duty design that is fully featured for a core cyclist's needs; easy to install, load bikes to get riders on their way. But also, everyday access to the vehicle for gear or groceries with integrated swing and remote tilt features.





eBike StrongArm

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RampUp V-Trays & Storage



Swing Away Access

Yakima Products, Inc. Confidential

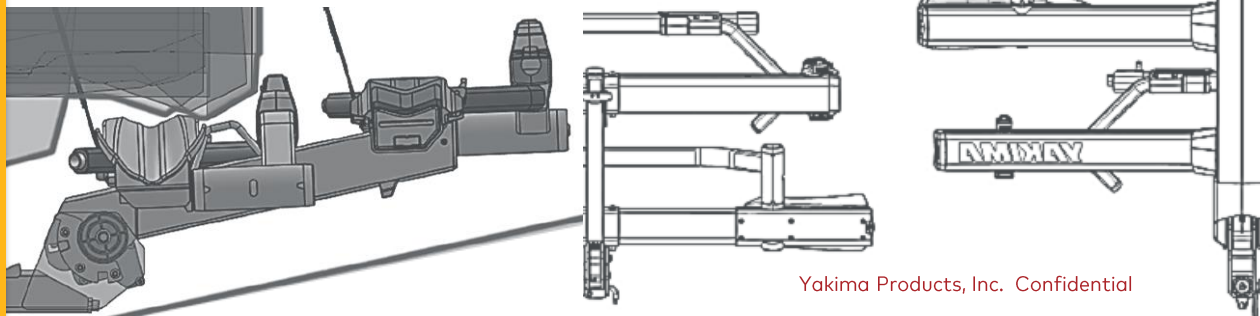


Dual Remote Tilt Access





Stadium Streamlined



Yakima Products, Inc. Confidential



Secure Tooled Wedge



SKS Bike & HitchLock

Yakima Products, Inc. Confidential



Integrated Lock Loop



Dual Tray Positions



Dual Wheelbase Position



StepUp Swing

Competitive Wins

- Carries Heaviest eBikes
- Integrated, Fully Rated Swing
- Fits X-long Wheelbase MTB
- Fits Fat Tires
- Fits Lil Kids To 29er Wheel Sizes
- Fast Bike Fit, Loading, Unloading
- Stadium Rise & Tailgate Fit
- RampUp Compatibility & Storage
- Yakima Accessory Compatibility
- Yakima Testing & Standards



Yakima StepUp Swing	Rocky Mounts BackStage	Thule Verse	Kuat NV 2.0
2 - \$699 2 Swing - \$999	\$799 2 bike (+\$30)	2 Bike - \$999 (+\$50)	2 Bike - \$989 (+\$100)
Up 65lbs/29.5kg per Bike, RV/ BackSwing /StraightShot Derated	up to 60lbs/27kg per bike	Up to 60lbs/27kg RV Rated, no Trailers	Up to 60lbs/27kg RV Rated
32-52" wheelbase, 16 - 29" wheels, and up to 4.5" tires	36-50" Wheelbase 20" to 29", up to 3" wide	Up to 53"/135cm Up to 29", up to 5" wide	Up to 50"/127cm Up to 29", 20-24" w/ Adapter Up to 5" wide with Fat Kit
Remote Tilt, Offset Trays. Tailgate Clearance, Swing Access, Easy Hitch Install Rack Weight-48bs/22kg & 62lbs/28kg	Integrated Swing Model On Market, Strong Brand in Rack Specialty and Non-Circana Channels Rack Weight-60lbs/27kg	+2Add-On, Light & Plate Kit, Repair Holder, Transport Wheels Rack Weight-58lbs/26kg	Long time industry leader, was originally very disruptive. But it has aged. Add On for 1 or 2, and Ramp Rack Weight-56lbs/25.4kg



StepUp Better

Competitive Wins

- Carries Heaviest eBikes
- Dual Remote Tilt Release
- Fits X-long Wheelbase MTB
- Fits Fat Tires
- Fits Lil Kids To 29er Wheel Sizes
- Fast Bike Fit, Loading, Unloading
- Stadium Rise & Tailgate Fit
- RampUp Compatibility With Storage
- Yakima Accessory Compatibility
- Yakima Testing & Standards



Yakima StepUp	Thule Pro X	Kuat Sherpa	Rocky Mounts HighNoon FC
2 - \$699 2 Swing - \$999	T2 Pro X 2 - \$549 (-\$100) T2 Pro X +2 - \$399 (-\$120)	Sherpa 2 2"/1.25" - \$759 (+\$70)	HighNoon FC 2 - \$599 HighNoon FC Solo - \$399
Up to 65lbs/29.5kg per Bike, RV/ BackSwing/ StraightShot Derated	Up to 50lbs/22.5kg per bike	40lbs/18kg per bike	up to 60lbs/27kg per bike
32-52" wheelbase, 16 - 29" wheels, and up to 4.5" tires	Up to 49" wheelbase, 20 - 29" wheels, and up to 3" tires. Fat bike kit sold separately	Up to 47" wheelbase, 26-29", up to 3" wide 20-24" Adaptor sold separate	36-52" wheelbase, 20 - 29", up to 5" wide
Remote Tilt, Offset Trays. Tailgate Clearance, Quick Hitch Install Rack Weight-48lbs/22kg & 62lbs/28kg	Remote Tilt, Adj. Offset Trays Rack Weight- 50lbs/22.5kg	Lightweight, Quick Hitch Install Rack Weight-32lbs/14.5kg	Awkward Fender Compatibility Rack Weight-39lbs/18kg



BIKE

2026 HoldUp Bike Platform Rack





HoldUp

Consumer Mindsets

Deeply Held Motivators, Hindrances. & Attitudes

Motivated to ride for their physical and mental health. All are doing it for a good time, most looking to share their rides with others.

They can be **Hindered** by total cost of the activity and a lack of free time or access to trails or open roads.

Their **Attitudes** lead them to want quality gear as they see themselves riding for the indefinite future, but at a good price.



Athleisurist

Low Intensity, Enjoyment,
Emotionally Driven

DEMOGRAPHICS

20% of consumers & 12% of outdoor market spend,
60% between 45-65, 59% F / 41% M, 34% With Kids in the House
75% Caucasian
Lives in small town or rural areas

MOTIVATORS

Improve overall mental and physical health
Have fun and great experiences

HINDRANCES

Lack of free time
Total cost of bike, accessories and clothing
Level of energy, fitness

ATTITUDES

Value experiences
Strive to be well rounded
Plan on being active into old age
Looking to disconnect from tech
Less social
Not looking to stand out
On track with health

GEAR NEEDS

Comfortable, and versatile use gear. Less concerned with style or the opinions of others. They shop at Sporting Goods Chains and Mass Stores, but will rent or demo equipment as well.



Aspirational Core

Performance Seeking, Aspirational,
Intermittent

DEMOGRAPHICS

14% of consumers & 14% of outdoor market spend,
51% between 18-34, 43% F / 57% M, 45% With Kids in the House
59% Caucasian, 8% Asian
No locationality skew.

MOTIVATORS

Improve overall mental and physical health
Have fun and great experiences
Be social and involved

HINDRANCES

Total cost of bike, accessories and clothing
Places to ride are too far away

ATTITUDES

Focused on few specific activities
Venture away from home for outdoor activities
Value activity-specific gear
Want style of function
Less tradition
May be more gear oriented to impress
Take advantage of shares or rentals

GEAR NEEDS

Quality specific-use gear, but not top end. They like brands that are used by friends or family and long standing in industry. They shop at sporting good chains and specialty chains.



Outdoor Native

Established, Highly Involved,
Adventure Driven

DEMOGRAPHICS

12% of consumers & 16% of outdoor market spend,
26% between 35-44, 45% F / 55% M, 45% With Kids in the House
61% Caucasian, 20% Hispanic
No significant skew for locationality

MOTIVATORS

Improve overall mental and physical health
Have fun and great experiences
Improve ability and skillset

HINDRANCES

For some, the lack of free time, most figure it out

ATTITUDES

Challenge themselves, but don't care about being the best
Get kids involved in cycling
Value experiences
See themselves riding into old age
Social and involved
Strong stance of health

GEAR NEEDS

High quality gear with versatile, functional design. They like brands with a mission beyond margin and manage informative websites on the products and technology. They read/watch positive reviews on brands and products before buying. They shop at a mix of specialty instore and online, along with mass online.



2026 **HoldUp**

Lightweight, compact, and user-friendly, the HoldUp is designed for recreational riders who want to grab their bikes and go. When reliability matters, the HoldUp delivers as your dependable workhorse.





EVOArm

Yakima Products, Inc. Confidential



Bottle Opener



Folding WheelHoop

Yakima Products, Inc. Confidential



3 Position Tilt



Offset Trays



2+2 AddOn



SKS Hitch Lock

Yakima Products, Inc. Confidential



Integrated Lock Loop



HoldUp

Competitive Wins

- Carries Heavy eBikes
- Compact Folding Wheel Hoop
- Fits Long Wheelbase MTB
- Fits Fat Tires
- Fits Kids To 29er Wheel Sizes
- Fast Bike Fit, Loading, Unloading
- Yakima Accessory Compatibility
- Yakima Testing & Standards



Yakima HoldUp '26	Thule Pro X	Kuat Transfer	Rocky MonoRail
2" & 1.25" - \$599 +2 AddOn - \$499	T2 Pro X 2 - \$549 (-\$100) T2 Pro X +2 - \$399 (-\$120)	Transfer 1 - \$398 (+\$10) Transfer 2 - \$549 (+\$60) Transfer 3 - \$649 (+\$60) Transfer +1 - \$198 (+\$10)	MonoRail 2 - \$499 MonoRail Solo - \$379 MonoRail +1 - \$219
Up to 60lb/27kg per bike RV & Swing Derated	Up to 50lbs per bike	60lbs per bike RV Derated, not w/+1	up to 60 lbs per bike
34-50"/1271mm Wheelbase 20" to 29", up to 4.8" wide	Up to 49" wheelbase, 20 - 29" wheels, and up to 3" tires. Fat bike kit sold separately	Up to 50" wheelbase, limited minimum 18-29", up to 3" wide 5" with Phat Bike Kit	36-50" wheelbase, 20 - 29", up to 5" wide
Adj. OffSet Trays, +2 AddOn, Folding Front Wheel Hoops, Cable Lock Rack Weight - 48lbs/21.8kg	Remote Tilt Rack Weight - 50lbs	Cable Lock, +1 AddOn Rack Weight - 37lbs	Adj. OffSet Trays, Cable Lock, +1 AddOn Rack Weight - 39lbs



BIKE



OnRamp LX '24

StageTwo '25

StepUp '26

HoldUp '26

eFit & eCarry

HD & Premium Featured

Sleek & Full Featured

Compact & Easy To Use

2" & 1.25" - \$999

2" & 1.25" - \$949
+2 AddOn - \$699

2" & 1.25" - \$699
Swing 2" - \$999

2" - \$599
+2 AddOn - \$499

Up to 80lb/36kg per bike
RV & Acc Full Rated

Up to 70lb/32kg per bike
RV & Acc Full Rated

Up to 65lb/29.5kg per bike
RV & Acc Derated

Up to 60lb/27kg per bike
RV & Acc Derated

Up to 54"/1372mm wheelbase,
Up to 29", up to 5" wide
12"/305mm Tray Spacing

30-52"/1372mm wheelbase,
16 – 29", up to 5" wide
11"/280mm Tray Spacing

32-52"/1372mm wheelbase,
16 – 29", up to 4.5" wide
12"/305mm Tray Spacing

34-50"/1271mm Wheelbase
20" to 29", up to 4.8" wide
11"/280mm Tray Spacing

Fender Compatible Frame Attachment
Adj. Offset Bike Trays & Stadium Rise
Three Position Tilt
Included Ramp, Stowable
EXO LitKit Compatible
Adjustable Wheelbase Trays
Integrated Lock Loop

Front Wheel Hook Attachment
Adj. Offset Bike Trays & Stadium Rise
Remote Three Position Tilt
SpeedKnob Install
Ramp Compatible, Stowable
SafetyMate Compatible
+2 AddOn Compatible
Dual Bike Lock Cables & Lock Loop

Front Wheel Hook Attachment
Adj. Offset Bike Trays & Stadium Rise
Remote Three Position Tilt
Tooled Wedge Install
Ramp Compatible, Stowable
Integrated Swing Model
Included Bike Lock Cable & Lock Loop

Front Wheel Hook Attachment
Adj. Offset Bike Trays
Three Position Tilt
+2 AddOn Compatible
Folding Front Wheel Hoops
Integrated Lock Loop

Rack Weight–53lb/24kg

Rack Weight–63lb/28.5kg

Rack Weight– 48bs/22kg & 62lbs/28kg

Rack Weight–48lbs/21.8kg



2.5" Hitch Adapter

HITCH ADAPTER

Work hard and play hard with the 2.5" to 2" hitch adapter, making 2" hitch products compatible with larger 2.5" truck hitches.

- Compatible with any Yakima 2" hitch rack
- HitchLock included for added security
- Easily installs with a threaded hitch bolt for a secure and reliable fit
- 350lb/ 159kg Load Rating
- MSRP - \$79





FlipFlop

HITCH ACCESSORY

The Yakima FlipFlop hitch extender solves those tricky situations where your hitch is too short or too tall for your Yakima gear mount

- 2.125" of rise for better ground clearance
- 2.125" of drop for tailgates and spare tire
- HitchLock included for added security
- Quick and easy installation with hex tool-driven wedge technology
- Compatible with 2" hitch receivers
- 350lb/ 159kg Load Rating
- MSRP - \$149





BookMark

HITCH ACCESSORY

Innovative tool streamlines rack installation by precisely guiding hitch bolt alignment

- Pinpoints the ideal hitch bolt position for a smooth, secure fit
- Available in Black and Silver
- 12 pack countertop box with *extra retail margin*, (6 silver/6 black)
- 2" hitch rack only
- MSRP - \$19



Yakima

Sp26 Product

TRANSITION PLANNER

23 SKU's total

PRIMARY LAUNCH STORIES

BIKE

TRUCK

SUPPORTING PRODUCTS




HITCH ACCESSORIES

ROOF RACKS

CAMP

CATEGORY	PRODUCT	PART #	STATUS	DETAILS	ATS	MSRP
NEW						
BIKE	StepUp Swing	8002770	NEW		Feb/2026	\$999
BIKE	StepUp 2"	8002771	NEW		Feb/2026	\$699
BIKE	StepUp 1.25"	8002772	NEW		Feb/2026	\$699
BIKE	HoldUp 2"	8002796	TRANSITION	Replaces HoldUp 8002443 & 8002445	Feb/2026	\$599
BIKE	HoldUp +2 Add-On	8002796	TRANSITION	Replaces HoldUp +2 Add-On 8002446	Feb/2026	\$499
BIKE	FlipFlop	8002785	NEW	Hitch Adapter	Feb/2026	\$149
BIKE	2.5" Hitch Adapter	8002786	NEW	Hitch Adapter	Feb/2026	\$79
BIKE	BookMark (Black)	8002787	NEW	Hitch Accessory	Feb/2026	\$19
BIKE	BookMark (Silver)	8002788	NEW	Hitch Accessory	Feb/2026	\$19
BIKE	BookMark (12 Pack)	8002806	NEW	Bulk Retail Pack	Feb/2026	\$228
CAMPING	Adjustable Awning Bracket	8005098	NEW		Feb/2026	\$99
EXO	EXO OpenRange Deluxe (w/legs)	8007540	TRANSITION	Includes Leg Kit, Replaces 8007448	Sept/2025	\$1,199
TRUCK	OverHaul HD Shadow Edition MD	8001185	NEW	Includes MD Crossbars	Feb/2026	\$2,199
TRUCK	OverHaul HD Shadow Edition LG	8001186	NEW	Includes LG Crossbars	Feb/2026	\$2,199
ROOF RACKS	RuggedLine HD Tacoma (4th Gen)	8005074	NEW	Tacoma 2024+	Sept/2025	\$449
ROOF RACKS	Landing Pad 37 (Corolla Cross)	8000260	NEW	Corolla Cross 2022+	Apr/2025	\$144
ROOF RACKS	Landing Pad 33 (Tacoma/ID Buzz)	8000264	NEW	Tacoma 2024+/ID Buzz 2025+	Oct/2025	\$144
ROOF RACKS	Landing Pad 34 (2-pack) (Defender)	8000267	NEW	Defender 90/110/130 2020+	Oct/2025	\$72
ROOF RACKS	Landing Pad 41 (Grand Highlander)	8000265	NEW	Grand Highlander/TX 2024+	Oct/2025	\$144
ROOF RACKS	Landing Pad 38 (2-pack) (Transit)	8000261	NEW	Transit 2015+	Feb/2026	\$72
ROOF RACKS	Landing Pad 35 (2-pack) (Smart Cap/Santa Cruz)	8000268	NEW	Smart Cap/Santa Cruz tonneau cover 2022+	Feb/2026	\$72
ROOF RACKS	SightClip 90 (LX)	8006490	NEW	LX 2022+	Oct/2025	\$144
ROOF RACKS	SightClip 49 (Q6 e-tron)	8006449	NEW	Q6 e-tron 2025+	Oct/2025	\$144

GTM Sp26 Milestones

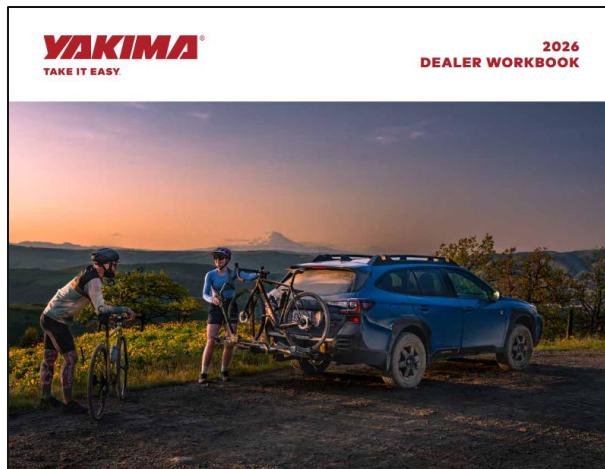
Event	Sp26
S26 Principal Rep Preview & Business Advisory	April 29, 2025 
Digital Showroom Launch	May 21, 2025 
TRADE LAUNCH: Summer Sales Meeting (Teams)	May 21, 2025 
Dealer Workbooks & Rep Samples Delivered	June 1*, 2025
Grassroots Connect (GOA) Show (Reno, NV)	June 9-12, 2025
SEMA Show (Las Vegas, NV)	Nov 4-7, 2025
ATS	February 15, 2025

You
are
HERE

Sell-In Tools

S26 B2B Asset Deliverables

		Delivery Date
Dealer Workbook – (Digital)		5/21/2025
Product Overview Videos (InsideScoop)		5/21/2025
Digital Showroom		5/21/2025
Price Lists (Digital)		5/21/2025
Print Collateral (Dealer Workbook)		6/1/2025
Merchandising/POP/Swag		2/15/2025



2025 GTM/Rep Samples

	Yakima Samples	Rep Samples
Product	1 st Shown at	Timing
StepUp Swing	GOA	Purchase 2026
StepUp 2"	GOA	June (1 per agency)
HoldUp 2"	GOA	Purchase 2026
Overhaul Shadow Edition	GOA	Purchase 2026
Hitch Accessories	GOA	Purchase 2026

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

SP26 Showroom

EXPLORE

Video Library →

SEE THE LINE

Key Products →

Digital Tools →

SEE OUR BRAND RESOURCES AND DOWNLOADS

OPEN SHOWROOM

BROWSE BY CATEGORY

BIKE

TRUCK

CAMPING


Print Collateral

- Pre-Order Form: Thank you!
 - Efficient, Saves Paper, Saves Money, Easier!
 - Orders Shipped!
- Collateral Review:
 - Dealer Workbook S26
 - Training Support Docs
 - Note: Digital Dealer Workbook (full) via QR code & Showrooms

4

Select a quantity of 2026 Dealer Workbooks (Spring 2026 Product Launch collection): *

A go-to resource for sell-in and continued account service, the Yakima Dealer Workbook can function like a swiss-army knife or a scalpel, you choose. The workbook contains the majority of the Yakima product line, category by category with prominent new product feature sections as well as a dealer resource section. A great tool for accounts carrying or considering a broad assortment across multiple categories.




Select your answer

5

Select a quantity of StreamLine Quick Install Guide: *

This technical reference brochure helps installers digest the StreamLine product assortment and provides pro tips for installation. This is a must have piece for any shop providing base rack installations on customer vehicles.




Select your answer

10

Select a quantity of StreamLine FX Quick Install Guide: *

This technical reference brochure helps installers digest the StreamLine FX product assortment and provides pro tips for installation. This is a must have piece for any shop providing base rack installations on customer vehicles.



Select your answer



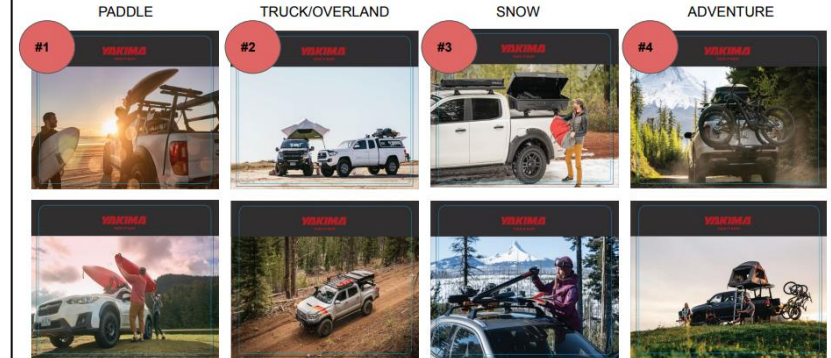
Regional Show Support

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!

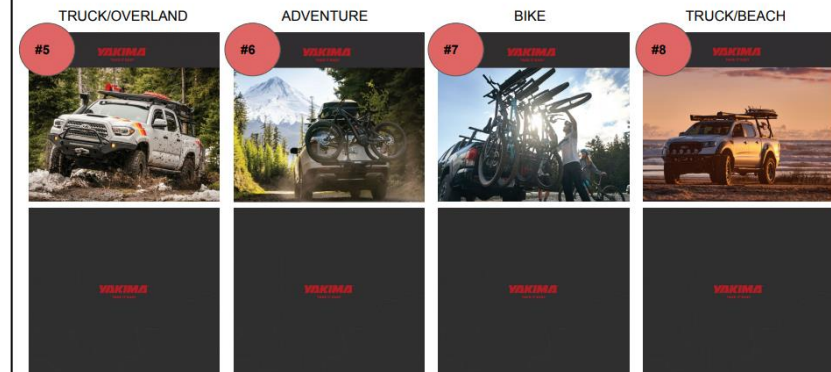
10' Tension Wall Double-Sided (Side 1 Top, Side 2 Bottom)

Qty 1 of each available



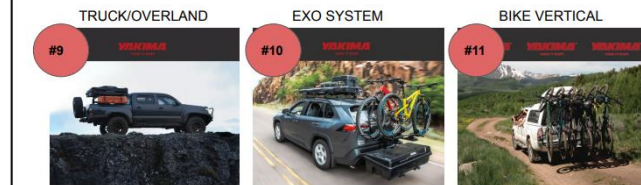
10'X8' Drapes (3" hole pocket) Double-Sided (Side 1 Top, Side 2 Bottom)

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





MERCHANDISING

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
 - Inventory Report -> B2B Reports



Where to find toolkit?

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

The screenshot displays the YAKIMA B2B portal interface. On the left is a dark sidebar with a menu of options: News, Hot Links, Availability, Dashboard, Place an Order, Preseason Order, Order Pipeline, LineSheet, Catalog Builder, Invoices, Accounts, Reports, Merchandising, Documents (highlighted with a red box), Services, Return Authorization, and Knowledge Base. The main content area is titled 'DOCUMENTS' and shows a hierarchical tree structure. Under 'Root Document', there are several folders including '82B Invoice Instructions', 'Dealer Locator Addition or Change Form', 'Digital Asset Portal - Bynder', 'Electronic Invoicing Consent Form', 'Fit Configurator Code', 'Fit Info and Ranking Info', 'Fitting Kit Return Form', and 'Freight Policy'. A red box highlights the 'Merchandising Information' folder, which contains '2025 Merch Information', '2025 Order Form', and 'Historic Fixture Assembly Instructions'. To the right of the tree, a list of documents is displayed, including '2025_MERCH_POP_FIELD_ASSETS_CATALOG 25.3.20_Email Size.pdf', '2025_MERCH_POP_FIELD_ASSETS_CATALOG 25.3.2.pdf', 'Build Simulator_Large Freestanding Display _2025.xlsm', 'Build Simulator_Small Freestanding Display _2025.xlsm', and 'YAK FIXTURE WEIGHT GUIDELINES.pdf'.

DOCUMENTS

- ▼ Root Document
 - 82B Invoice Instructions
 - Dealer Locator Addition or Change Form
 - Digital Asset Portal - Bynder
 - Electronic Invoicing Consent Form
 - Fit Configurator Code
 - Fit Info and Ranking Info
 - Fitting Kit Return Form
 - Freight Policy
 - ▼ Merchandising Information
 - 2025 Merch Information
 - 2025 Order Form
 - Historic Fixture Assembly Instructions
 - Price List
 - Promo Order Form - Product Requests
 - Prop 65 Information for California Retailers
 - Sales Rep Information
 - Trailer Title (MSO) Information
 - Unilateral Price Policy
 - Warranty Return Form

2025_MERCH_POP_FIELD_ASSETS_CATALOG 25.3.20_Email Size.pdf

2025_MERCH_POP_FIELD_ASSETS_CATALOG 25.3.2.pdf

Build Simulator_Large Freestanding Display _2025.xlsm

Build Simulator_Small Freestanding Display _2025.xlsm

YAK FIXTURE WEIGHT GUIDELINES.pdf

2025 Merchandising

REI Experience Table Upgrade Kits

- Can still be ordered and shipped as needed
- Lots of positive feedback from the sales floor!

New Fixtures

- RibCage Display
- RuggedLine HD & LockNLoad Display

Updated Graphics

- Cargo Display Slats
- Info Panel Signs: new for Awning & Tent, updated for Cargo, Trailer
- Updated Small and Large Lifestyle Panels

Updating the Field/Using Current

- StreamLine Update Kits
- EVA Update Kits
- Freebies








Image	Name	Description	Part #
	RibCage Display \$175	Slatwall, Modular Display, or Drywall install capable. Actual factory components from RibCage.	8009693
	RuggedLine HD & LockNLoad Display \$375	Slatwall, Modular Display, or Drywall install capable. Actual factory components in custom small size.	8009694

Image	Name	Description	Part #
	StreamLine Module Update Kit \$55 COST WAIVED	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
	StreamLine FX Module \$300 COST WAIVED	Limited availability, these modules display the new FX series towers.	8009669
	EVA Update Kit \$230 COST WAIVED	The final update kit for EVA displays, this will provide a fresh set of updated towers, bars, and full kit of graphics.	8009671

Updated Graphics

NEW



Info Signage Display Graphic - A
Fit my car signage. Requires #8009592.
#8009628

NEW



Info Signage Display Graphic - B
Camping (Tents) collection signage. Requires #8009592.
#8009629

NEW



Info Signage Display Graphic - C
Cargo collection signage. Requires #8009592.
#8009630

NEW



Info Signage Display Graphic - D
Trailer collection signage. Requires #8009592.
#8009631

NEW



Info Signage Display Graphic - E
Camping (Awnings) collection signage. Requires #8009592.

NEW



NEW



Small Lifestyle Graphic - C
For use with 2.5 foot core display only. Requires #8009599 (QTY 1).
#8009659

NEW



Small Lifestyle Graphic - D
For use with 2.5 foot core display only. Requires #8009599 (QTY 1).
#8009660

NEW



Large Lifestyle Graphic - A
For use with 5 foot core display only. Requires #8009600 (QTY 1).
#8009635

NEW



Large Lifestyle Graphic - B
For use with 5 foot core display only. Requires #8009600 (QTY 1).
#8009658

NEW



Product Cards - Single Cargo Display.
Requires #8009689.
(QTY 1 Per Product).
#8009690

Cargo Tower Display - Graphics

6-GRAPHICS FOR EACH CARGO BOX FAMILY
#8009755

Graphics slide into the built in channels. Associate the graphic with the displayed cargo box. Requires #8009666

NEW



Large Lifestyle Graphic - C
For use with 5 foot core display only. Requires #8009600 (QTY 1).
#8009661

NEW



Large Lifestyle Graphic - D
For use with 5 foot core display only. Requires #8009600 (QTY 1).
#8009662

NEW



Small Lifestyle Graphic - A
For use with 2.5 foot core display only. Requires #8009599 (QTY 1).
#8009634

NEW



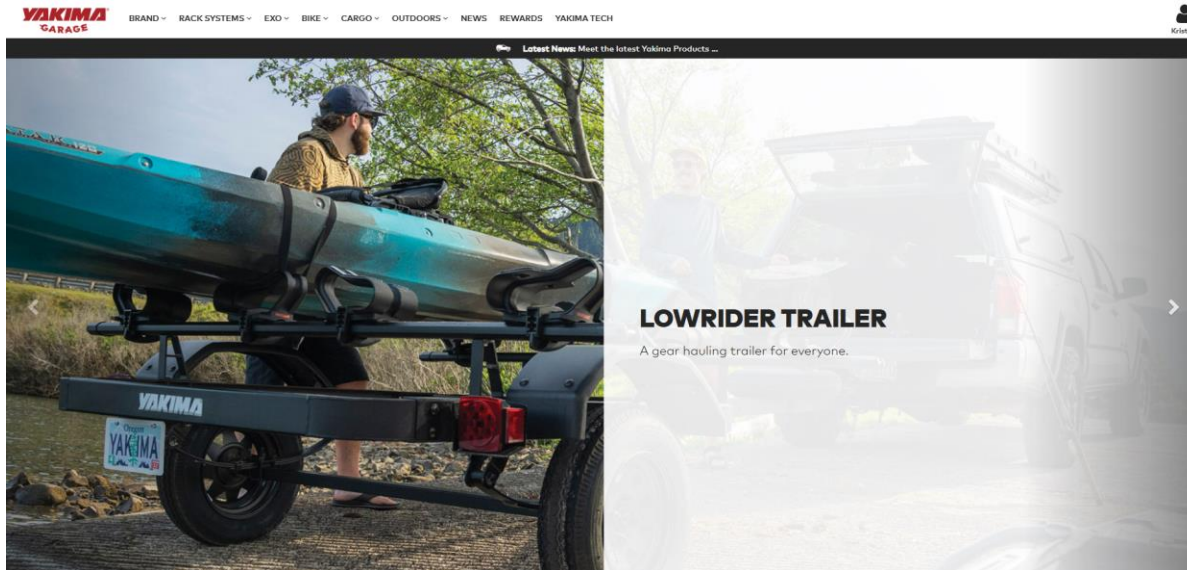
Small Lifestyle Graphic - B
For use with 2.5 foot core display only. Requires #8009599 (QTY 1).
#8009657

NEW



Product Cards - Hitch
Includes 9 product cards. Requires #8009610 or #8009611
(QTY 1 Per Product).
#8009607

Recent Content



- Live Now: LowRider, StageTwo, OverNOut, SkyPeak HD
- Please Push for Sign-Ups!
- Share & Push Contests
- Distribute Flyers



YAKIMA®

Specialty Sales Presentation 26 SSM



Where We Are

- 2025 Promises More Chaos
- The Team will be Agile and Well Informed
- Q1, despite new challenges, was Good
- Q2, with new challenges, will be Better
- Q3 & Q4 – will present new challenges – And Opportunities



REI Sales Trends



- YTD 2025 Yakima is +5.7% (\$) and -2.5% (units) and Avg Unit Retails are +8.4%
- Base Racks: -2.6%
- Bike Racks: -9.1%
- Cargo Boxes: +22%
- Water: -11.9%
- Snow: +12.4%
- Rack Accessories: +6.1%
- Top 5 Yakima Items (\$) YTD 2025
 - Skybox NX XL
 - Timberline Tower 4-pack
 - Skybox 16 Carbonite SMU
 - FatCat 6 EVO
 - OverHaul HD



Where We're Going

- 2026 Starts Now
 - The Most Complete Bike Tray Assortment
 - New Limited Edition OverHaul ShadowLine
 - New Accessories
-
- Bike Therapy is our big story
 - We'll assert our Strengths
 - We'll change the Dialogue

“Too many people think that the grass is greener somewhere else but the grass is green where you water it.

Remember that.”

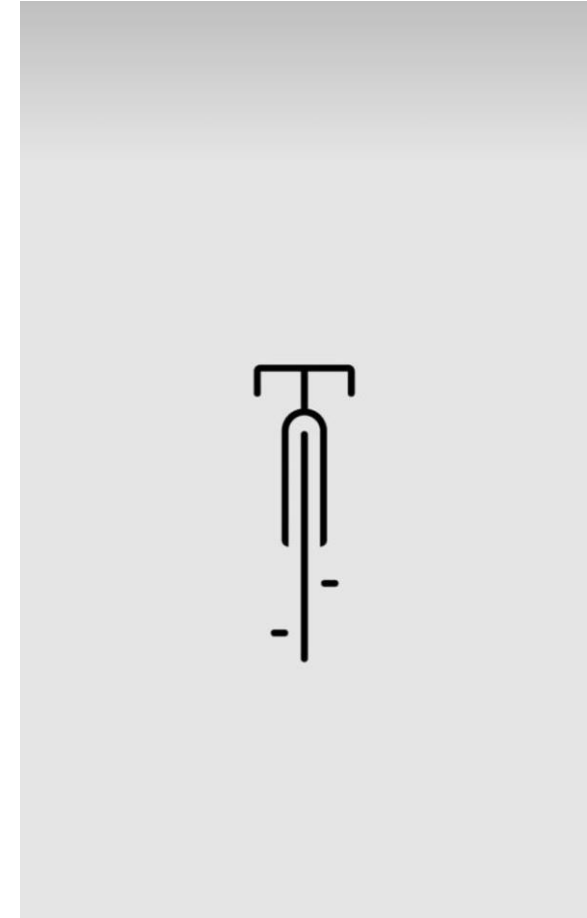
The Sales Opportunity



- Our Assortment
 - 4 of 5 Tray Racks with Market Leading Capabilities – *as a group...Leading*
 - 52" Plus wheelbase
 - 65 Lbs Plus per tray
- The Circana Leaders do not offer these Capabilities in as full an assortment.
- The Fifth? The HoldUp is lowest profile, Burly AF, holds all classic bikes at lowest price
- Our Accessories are more than afterthoughts
 - *Some will eventually be ordered by the pallet*
- Changing the Dialogue
 - Many New Bikes exceed 50" in wheelbase
 - Many New Bikes exceed 60 lbs
- The Current Market Top Sellers can't do it all.
 - Returns are happening
 - Questions aren't being asked
 - We're Solving A Problem
- Yakima's New Assortment is the Most Reliable Full Line offering
 - We Will Push This Story - *Hard*

The ToolKit

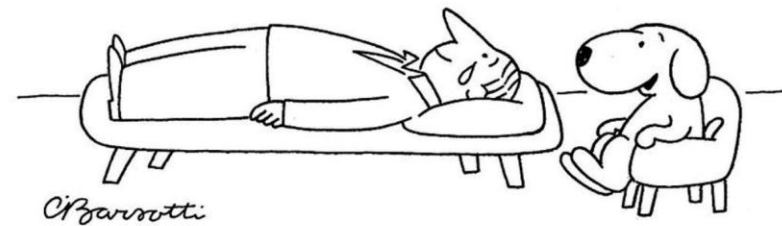
- Marketing Push for New Bike Racks - *This Year*
- Samples
- Sales Collateral
- Merchandising
- Consumer Events
- Education
- *Sales Programs*





The Programs

- We've Refined the Sales Programs
- We've Simplified New Dealer HUB Process
- We're Targeting New Bike Accounts and Dormant Accounts w New Bike Therapy Program
- We've refined, and re-named, our 'Distributor Program.' Ignite Program
- *We will Meaningfully Re-Engage with the Bike Channel*



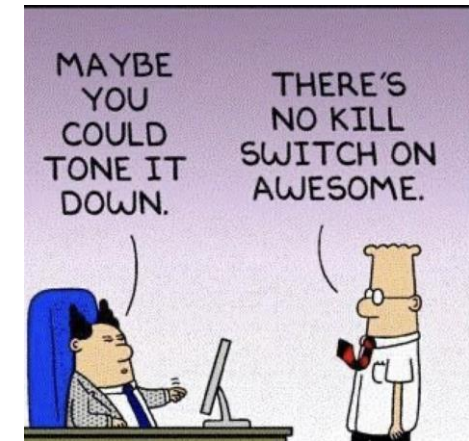
"Well, I think you're wonderful."

The Programs - Operations

Bookings
WHSL 3% Jan to Apr and Sept to Oct Net 90
WHSL 3% May to Aug and Nov to Dec Net 60
WHSL 6% Jan to Apr and Sept to Oct Net 90
WHSL 6% May to Aug and Nov to Dec Net 60
WHSL 8% Jan to Apr and Sept to Oct Net 90
WHSL 8% May to Aug and Nov to Dec Net 60
WHSL 10% Jan to Apr and Sept to Oct Net 90
WHSL 10% May to Aug and Nov to Dec Net 60
WHSL GOA 10% Jan to Apr and Sept to Oct Net 90
WHSL GOA 10% May to Aug and Nov to Dec Net 60
Bike Therapy 0% N45 or CC
Bike Therapy 3% N45 or CC
Bike Therapy 6% N45 or CC

Layers of coverage!

- Pre-Season – incentivized commitment
- Ignite – distributor function available to all
- *Bike Therapy* – focused bike growth, distro growth



Reorder
Reorder – Buy with Earned Discount
Overnight Fitting Kits
Ignite – Use Yakima like a Distributor
Bike Therapy - \$750 Free Freight, 2 Bike Racks

Let's See Opportunity

and make it our reality

1

Block and Tackle in
2025

2

*Prepare and Learn to
Sell in Aggressively for
26*

3

Regionals, GOA
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4

Marketing &
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5

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