

YETI® COOLERS

KEEPING COOL TOGETHER

Top 10 Reasons to become a YETI Dealer

1. **Found Revenues** - YETI Coolers will complement your existing outdoor product line by adding new sales without taking away from your current revenues.
2. **Broad Appeal** - YETI Coolers appeal to a broad range of customers that can benefit from and appreciate the value of a high performance, premium cooler.
3. **Maximize Your Sales per Square Foot** - A stocking order typically occupies less than 9 square feet since the coolers are safely stackable, indoors or out.
4. YETI Coolers is considered "**Best In Class**" among the entire cooler market and is the # 1 brand in the premium cooler segment.
5. We protect your sales. YETI protects dealers' large incremental income through **Strict MAP Compliance and NO BIG BOX** discount sales.
6. **Constant Innovation and Exclusive Product Features** offer unparalleled benefits and performance, making selling easy.
7. **Aggressive National Advertising Campaign and POP Kits** to build brand awareness and pull sales through your retail location(s).
8. We are **Quality Driven**, offering a 3-year warranty and free "no questions asked" component replacement.
9. We offer attractive **Dealer Incentive Programs and Free Freight Discounts** are available.
10. We pride ourselves on **First Class Customer Service** and quick shipments from a well-stocked distribution center. Your success is our success.



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