



**YETI<sup>®</sup>**

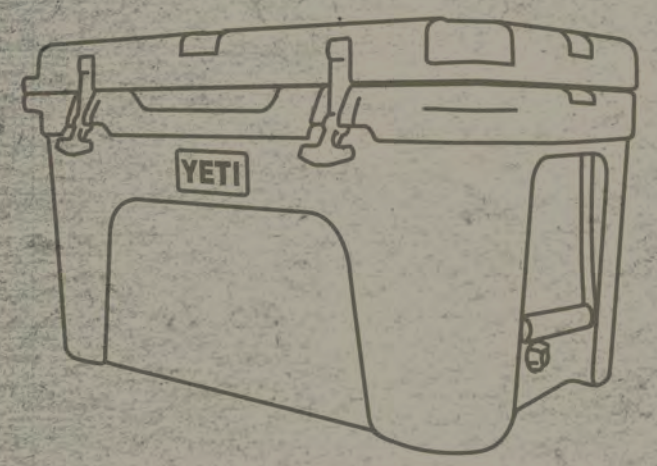


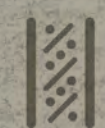
WILDLY STRONGER  
FOR ICE  
LONGER

FOR THE  
WILD

IF IT AIN'T *Cold*, YOUR ICE IS BROKEN

 **VORTEX™ DRAIN SYSTEM**  
a quick twist drains it all



 **PERMAFROST™ INSULATION**  
the stronghold of cold

PROFESSIONAL-GRADE

**COLD**  
LIKE NO OTHER



**ICE RETENTION**  
AT THE CENTER  
**OF ATTENTION**



! **COLDER LONGER**

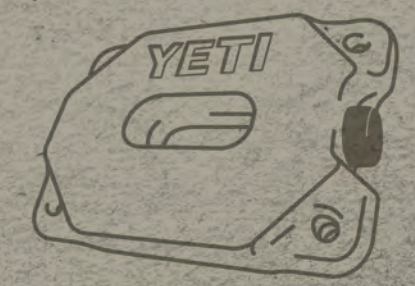
TO THE BRIM  
**SCIENCE**

**MAKES ICE  
SHIVER**

TO AVOID REDNESS *and* TINGLING OF HANDS  
**GRAB YOUR ITEMS QUICKLY**

*Thermodynamic* ANOMALY

**WY FOR EVERY  
TY R DUTY**



**WILDLY  
STRONGER  
KEEP ICE  
LONGER**

DOUBLEHA  
military-grade

THE  
LD  
OTHER



FOR *Extremely* EXTREME TEMPERATURES

**YETI®**

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Born from frustration.  
May 1996.

# IMPROVE THE DAMN THING

We grew up on boat decks and deer leases, becoming better fishermen and hunters every season. Gear also got better every year — rods got lighter, reels got smoother, and bows shot truer. But on the water or in the field, one piece of equipment failed to evolve: coolers.

Renewing a fishing license every season was an exciting ritual. Renewing a cooler was not. We lost good times to handles that broke, latches that snapped off, and lids that caved in. And we always outlasted the ice in the chest. We tried every modification possible, but cheap equipment will always be just that. So we decided to never settle again and founded

YETI with a simple mission: build the cooler that could stand up to all our adventures, and still bring cold drinks to the cleaning table or campfire afterwards.

Since then we've experimented with new materials and engineered some pretty extraordinary gear: a YETI you can sling over a shoulder, a YETI you can hold in your hand, and a load of genuine YETI accessories that make the best-performing coolers perform even better. And keeping true to our beginnings, every new product is tested in mangrove swamps and whitetail country — the best R&D facilities we know.

ROY SEIDERS - FOUNDER

RYAN SEIDERS - FOUNDER



## LONG BEFORE WE HAD A COMPANY, WE HAD A TEACHER.

FLIP SAYS HE BUILT HIS AIRBOAT AROUND A YETI COOLER. WE LIKE TO THINK WE BUILT OUR COOLERS AROUND FLIP.

We've known one of the best fishermen there is since we were kids. Our dad brought us to him where we learned how to chase tarpon and big reds in Mosquito Lagoon. You couldn't have asked for a better teacher and storyteller. And growing up around guys like him — not that there are many — we got to see what matters in outdoor gear to the pros.

Flip was once a banker who gave it up to do what he loved: fly-fishing. Back then there were no “how-to” books or videos on the sport. That's not a bad thing, though — some pretty cool stuff happens when you're making it up as you go. Like when he was on a western bow hunt for elk at 9,500 feet and lost the sole of his

hunting boot. There were still three days left to go. His hunting buddy had killed an elk the day before and they used the hide to remake his boot. The fix easily lasted through the hunt, and back home he threatened to use the boot again in the coming year. We like that kind of innovation and put it into everything we make.

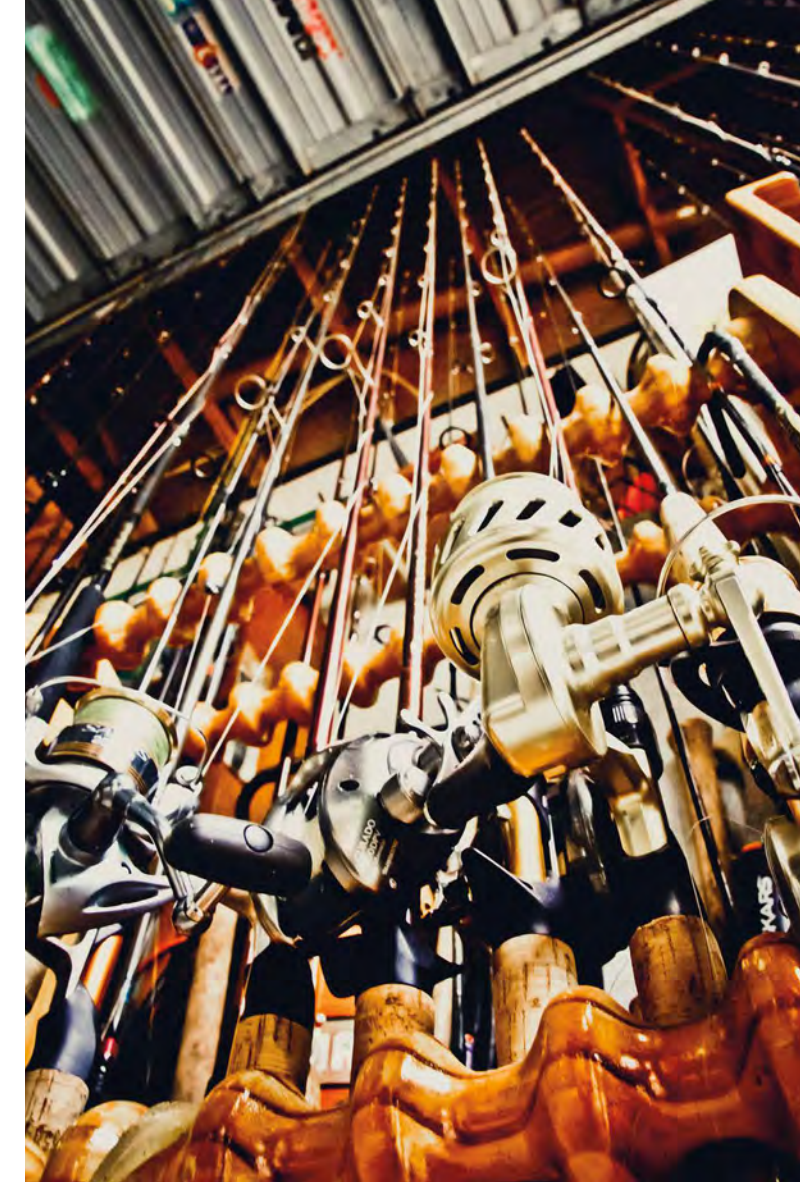
Flip has designed fly-fishing equipment, written a bunch of books on the sport, and even created what a lot of people say was the best fishing show on TV ever. But that's not his idea of success — instead he says it's how much of a lifetime is spent in the wild. And that's just one more good lesson from Flip.





“THE COMMONALITIES  
BETWEEN BEING  
A BANKER AND A  
FISHERMAN ARE  
VERY SIMILAR TO  
THE COMMONALITIES  
BETWEEN A COBRA  
AND A MONGOOSE.”

- FLIP PALLOT









# TUNDRA®

This was our baby. Where it all started. Where we took our frustrations with cheap coolers and over-engineered the hell out of them. We ended up creating a whole new category of coolers with legendary toughness and famed ice retention. And now we make the rugged, all-purpose Tundra in enough sizes to fit any outdoor adventure. There's a good bit of its DNA in all the other gear we make too, in the form of patented and envied innovations. We're proud to see the Tundra has grown up to be the father of all coolers.



## THE DETAILS



**FatWall™ Design**  
Extra-thick walls hold up to two inches of insulation for unmatched ice retention.



**Rotomolded Construction**  
Makes it armored to the core and virtually indestructible.



**PermaFrost™ Insulation**  
Pressure-injected commercial-grade polyurethane foam in the walls and lid makes sure your ice stays ice.



**Certified Bear-Resistant**



**T-Rex™ Lid Latches**  
Heavy-duty rubber latches are made with patented technology so you'll never see another busted latch.



**ColdLock™ Gasket**  
A freezer-quality gasket circles the length of the lid to block out the heat and lock in the cold.



**NeverFail™ Hinge System**  
Two hinge pins and interlocking design prevent the hinge from ever breaking.



**LipGrip™ Handles**  
Stay out of the way and make carrying your catch seem less of a chore.



**DoubleHaul™ Handles**  
Made with military-grade polyester rope for extra durability.



**AnchorPoint™ Tie-Down Slots**  
Molded tie-down slots for easy mounting to your boat, trailer, or truck bed.



**InterLock™ Lid System**  
Creates a form-fitting barrier against the heat.



**BearFoot™ Non-Slip Feet**  
Prevent sliding to keep your YETI in place.



**Vortex™ Drain System**  
Leakproof, rugged, and designed for quick and easy draining.





## ROADIE® 20

OUTSIDE	INSIDE*	HOLDS
LENGTH: 19 1/4"	LENGTH: 13"	14 CANS**
WIDTH: 13 3/4"	WIDTH: 8 3/8"	20 LBS. OF ICE***
HEIGHT: 14 3/8"	HEIGHT: 10"	

CAPACITY	COLORS
5.2 GAL.	



## TUNDRA® 35

OUTSIDE	INSIDE*	HOLDS
LENGTH: 21"	LENGTH: 14"	20 CANS**
WIDTH: 16"	WIDTH: 9 1/2"	28 LBS. OF ICE***
HEIGHT: 15 1/2"	HEIGHT: 10"	

CAPACITY	COLORS
7.2 GAL.	



## TUNDRA® 45

OUTSIDE	INSIDE*	HOLDS
LENGTH: 25 1/2"	LENGTH: 18 3/8"	26 CANS**
WIDTH: 16"	WIDTH: 9 1/2"	35 LBS. OF ICE***
HEIGHT: 15 1/2"	HEIGHT: 9 7/8"	

CAPACITY	COLORS
9.4 GAL.	



## TUNDRA® 50

OUTSIDE	INSIDE*	HOLDS
LENGTH: 24"	LENGTH: 16 5/8"	32 CANS**
WIDTH: 17 3/8"	WIDTH: 10 5/8"	47 LBS. OF ICE***
HEIGHT: 18 1/8"	HEIGHT: 12 1/8"	

CAPACITY	COLORS
11.8 GAL.	

## TUNDRA® 65

OUTSIDE	INSIDE*	HOLDS
LENGTH: 30 1/2"	LENGTH: 23 3/8"	39 CANS**
WIDTH: 17 1/2"	WIDTH: 10 3/4"	56 LBS. OF ICE***
HEIGHT: 16"	HEIGHT: 10 1/8"	

CAPACITY	COLORS
14.3 GAL.	

COLORS



## TUNDRA® 75

OUTSIDE	INSIDE*	HOLDS
LENGTH: 33 1/4"	LENGTH: 26"	50 CANS**
WIDTH: 18"	WIDTH: 11 1/8"	66 LBS. OF ICE***
HEIGHT: 18"	HEIGHT: 12"	

CAPACITY	COLORS
18.7 GAL.	

COLORS



## TUNDRA® 105

OUTSIDE	INSIDE*	HOLDS
LENGTH: 30 1/2"	LENGTH: 23"	59 CANS**
WIDTH: 19 1/2"	WIDTH: 12 1/2"	92 LBS. OF ICE***
HEIGHT: 20"	HEIGHT: 14 1/4"	

CAPACITY	COLORS
21.8 GAL.	

COLORS



\*INSIDE MEASUREMENTS ARE AT NARROWEST POINT  
\*\*USING A 2:1 ICE-TO-CAN RATIO \*\*\*WHEN STORING ICE ONLY





## TUNDRA® 110

OUTSIDE	INSIDE*	HOLDS
LENGTH: 37"	LENGTH: 29 1/2"	65 CANS**
WIDTH: 18"	WIDTH: 11"	101 LBS. OF ICE***
HEIGHT: 20"	HEIGHT: 13 3/4"	

**CAPACITY**  
24.1 GAL.

**COLORS**



## TUNDRA® 125

OUTSIDE	INSIDE*	HOLDS
LENGTH: 40"	LENGTH: 32 3/8"	81 CANS**
WIDTH: 19 1/2"	WIDTH: 12 1/2"	129 LBS. OF ICE***
HEIGHT: 20"	HEIGHT: 14 1/4"	

**CAPACITY**  
30.3 GAL.

**COLORS**



## TUNDRA® 160

OUTSIDE	INSIDE*	HOLDS
LENGTH: 45"	LENGTH: 37 3/8"	100 CANS**
WIDTH: 19 1/2"	WIDTH: 12 3/8"	159 LBS. OF ICE***
HEIGHT: 21 1/2"	HEIGHT: 15 1/2"	

**CAPACITY**  
37.5 GAL.

**COLORS**

## TUNDRA® 210

OUTSIDE	INSIDE*	HOLDS
LENGTH: 39 3/8"	LENGTH: 31"	140 CANS**
WIDTH: 25 1/2"	WIDTH: 17 3/8"	208 LBS. OF ICE***
HEIGHT: 24"	HEIGHT: 19 3/4"	

**CAPACITY**  
52.1 GAL.

**COLORS**



## TUNDRA® 250

OUTSIDE	INSIDE*	HOLDS
LENGTH: 55"	LENGTH: 47 1/4"	155 CANS**
WIDTH: 22 5/8"	WIDTH: 15 1/2"	232 LBS. OF ICE***
HEIGHT: 21 1/4"	HEIGHT: 15 1/2"	

**CAPACITY**  
58.1 GAL.

**COLORS**



## TUNDRA® 350

OUTSIDE	INSIDE*	HOLDS
LENGTH: 63 1/4"	LENGTH: 55"	222 CANS**
WIDTH: 24 1/2"	WIDTH: 16 3/4"	329 LBS. OF ICE***
HEIGHT: 23 1/4"	HEIGHT: 18 3/8"	

**CAPACITY**  
82.4 GAL.

**COLORS**



\*INSIDE MEASUREMENTS ARE AT NARROWEST POINT  
\*\*USING A 2:1 ICE-TO-CAN RATIO \*\*\*WHEN STORING ICE ONLY









# ACCESSORIES



## SEADEK® SLIP-RESISTANT PAD

Durable and slip-resistant, SeaDek makes your YETI the perfect place to stand and cast. Made from EVA foam, it attaches permanently with pressure-sensitive adhesive backing. Custom fit for the Roadie and all Tundras up to the 160.

## COLORS

-  Cool Gray (above) available for Tundra models 20–160.
-  Olive Green available for Tundra models 20-105.



## TIE-DOWN KIT

Our best-selling mounting system keeps your YETI secured to the boat deck or truck bed. Includes two nylon straps with marine-grade stainless steel cams, deck plates, and mounting hardware.



## CORNER CHOCK SET



Our heavy-duty and durable rubber chocks keep your cooler right where you put it. Includes four nonabrasive chocks, two marine-grade bungees, and stainless steel hardware.

## SEAT CUSHION

With at least two inches of dense foam, our seat cushion makes your cooler a great place to sit. It's made with tough UV marine vinyl and stitched with long-lasting GORE® TENARA® thread. Just screw the included stainless steel studs into the cooler lid and snap the cushion in place. Also available in Realtree® Advantage MAX-4 HD camo.



## COLORS

-  White seat cushions available for Tundra models 35–350.
-  Camo seat cushions available for Tundra models 35–105.



## BEVERAGE HOLDER

This stainless steel, powder-coated beverage holder keeps your drink close to its home. Mounts securely to the side of your cooler by using one of the AnchorPoint Tie-Down Slots.

## ROD HOLSTER

Gives you easy access to your rod when you're out on the water without getting in the way of the lid. This heavy-duty polypropylene tube slides into one of the AnchorPoint Tie-Down Slots.





**COOLER DIVIDERS**

Separate food from drinks or drinks from your catch with our durable dividers. They slide easily into the molded-in divider grooves. Available for the short or long axis and they double nicely as a cutting board.

*Widthwise dividers available for Tundra models 35-350.  
Lengthwise dividers available for Tundra models 65-350.*



**SECURITY CABLE LOCK AND BRACKET**

Losing a YETI can break your heart, so use a cable lock and bracket everywhere you go. Secure it to a truck bed or anywhere else YETI envy is likely to take place.



**BEAR-PROOF LOCK**

We've been using a long shank Master Lock® for a while to keep our cooler off limits from hungry bears and overly thirsty friends. Using it certifies your YETI as bear-resistant.



**SLIDING FEET**

Need your YETI to move? Just replace the existing non-slip feet with these hard plastic ones. Includes four feet and marine-grade stainless steel hardware.



**DRAIN PLUG HOSE CONNECTION**

We put a garden hose drain plug adapter on our cooler when we need to empty it out without lifting it. Fits most hoses and the leakproof drain plug cap is included.



# TANK

If you're like us, the best times in life seem to take place with good friends, family, and a healthy supply of ice-cold drinks nearby. So we designed the YETI TANK™ to be the perfect centerpiece to all the fun — whether you're tailgating, backyard barbecuing, or at a beachside bonfire. Both the TANK 45 and 85 are built to be just as tough as our other coolers, including all the features you'd expect from YETI to keep your beverages as frosty as possible.



## THE DETAILS



**Rotomolded Construction**  
Makes it armored to the core and virtually indestructible.



**PermaFrost™ Insulation**  
Pressure-injected commercial-grade polyurethane foam in the walls makes sure your ice stays ice.



**No Sweat™ Design**  
Keeps it dry on the outside.



**DoubleHaul™ Handles**  
Made with military-grade polyester rope for extra durability.



**BearFoot™ Non-Slip Feet**  
Prevent sliding to keep your YETI in place.



**Vortex™ Drain System**  
Leakproof, rugged, and designed for quick and easy draining.





## YETI TANK 45™

### OUTSIDE

LENGTH: 21"  
WIDTH: 21"  
HEIGHT: 16 1/4"

### INSIDE

LENGTH: 17"  
WIDTH: 17"  
HEIGHT: 13"

### HOLDS

52 CANS\*  
40 LBS. OF ICE\*\*

### CAPACITY

10.5 GAL.

### COLORS



## YETI TANK 85™

### OUTSIDE

LENGTH: 25 1/2"  
WIDTH: 25 1/2"  
HEIGHT: 19 1/2"

### INSIDE

LENGTH: 20 1/2"  
WIDTH: 20 1/2"  
HEIGHT: 16"

### HOLDS

96 CANS\*  
80 LBS. OF ICE\*\*

### CAPACITY

20.6 GAL.

### COLORS



\*USING A 1:1 ICE-TO-CAN RATIO \*\*WHEN STORING ICE ONLY



### TANK LID

Put a lid on your TANK for stacking or sitting. Made from UV-resistant, marine-grade material, it'll help keep cold in and you can even use it as a cutting board.







## FRANKLIN'S RECIPE REVEALED: STEEL, SMOKE, AND SWEAT.

WAITING IN LINE FIVE HOURS TO EAT BRISKET ISN'T THAT CRAZY WHEN YOU CONSIDER IT TOOK SIXTEEN HOURS TO COOK.

We can't say we've ever opened up an issue of *Bon Appétit* magazine, but we trust they knew what they were saying when they named Franklin Barbecue the No. 1 spot in America. There are other signs that say Aaron is onto something great — like the line of people we see out front of his place every time we drive by.

We're glad our hometown of Austin is turning out to be so good for so many start-ups. But it wasn't luck that shot Aaron to the top of the barbecue food chain; it was a mix of good instincts, sleepless nights, and a willingness to make the equipment he needed with his own hands. The food trailer he first sold brisket from was replaced with five huge torpedo-shaped

smokers, each one welded and hammered by Aaron himself, and each one an improvement over the last.

This town has been good to us, too. YETI grew from a small warehouse on the east side of town to where we are today. That was the same place Aaron bought his first Tundra, and in those early days we were really thankful for that business. But success did finally come to us and we owe it to designing the equipment ourselves. Seems that's the recipe for success — making stuff work the way you need it to, whether you're building something to keep things hot or to keep things cold.





“I BOUGHT MY FIRST YETI TO TAKE A BUNCH OF MEAT UP TO AMARILLO FOR CHRISTMAS AND MY DOG ATTEMPTED TO CHEW THE HANDLE OFF. WE NICKNAMED THAT COOLER CHEWY. I LIKE TO JOKE THAT THE HANDLE SURVIVED BUT THE DOG WASN'T SO LUCKY.”

- AARON FRANKLIN









# HOPPER™

There are some adventures where we just want to grab our stuff and go. That's where the Hopper comes in. It's the first 100% leakproof portable cooler. We've engineered it the way we do everything — to keep ice for days and be tough as nails. So don't call it a soft cooler — it's anything but. The Hopper is loaded with features you won't find on any other cooler and built to go the extra mile, whether that's down a wild river in a kayak or on a floatplane trip to a remote salmon stream.



## THE DETAILS



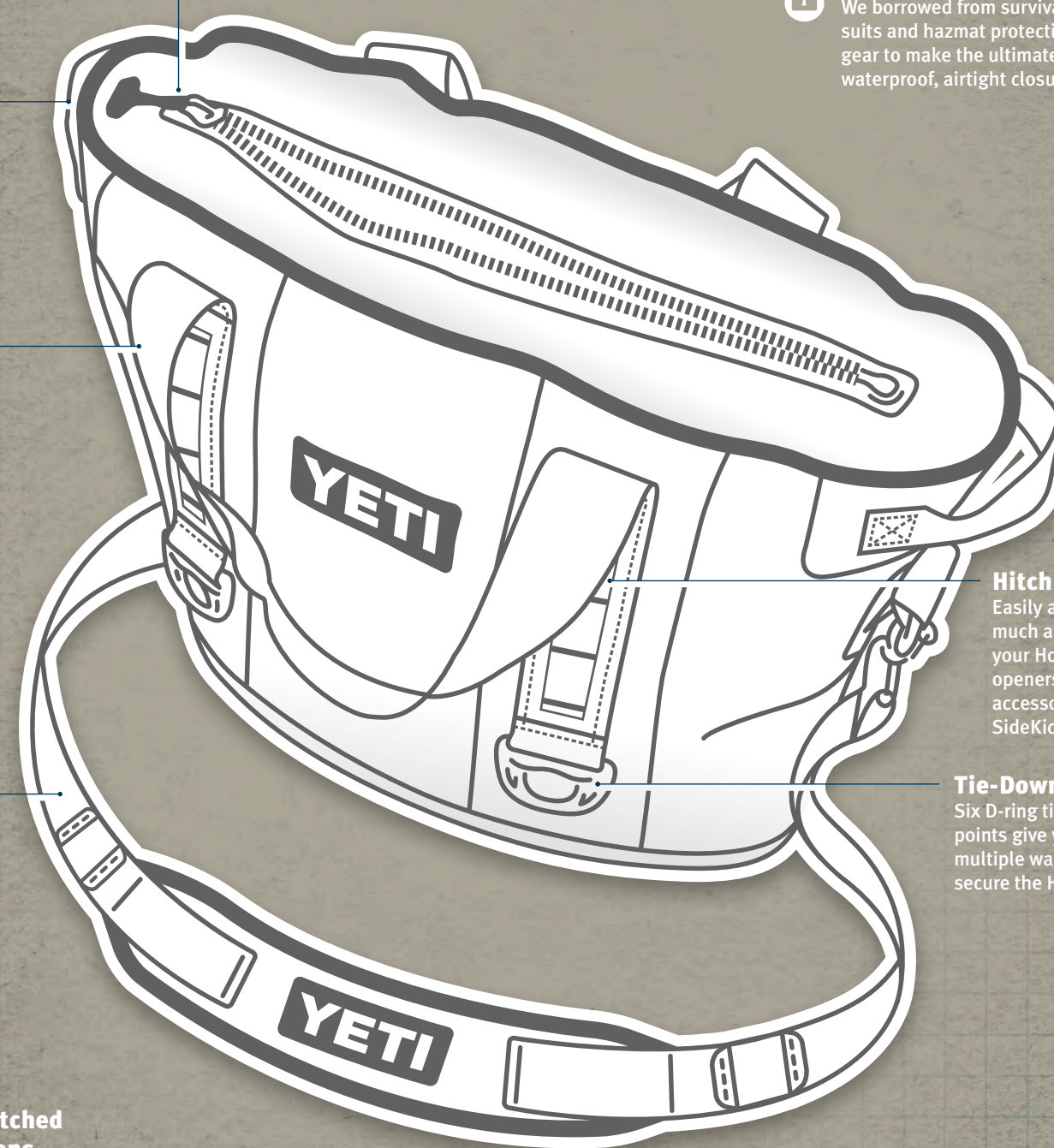
**DryHide™ Shell**  
The Hopper's high-density fabric is waterproof and resistant to mildew, punctures, and abrasion. The liner is made from an FDA-approved food-grade material.



**ColdCell™ Insulation**  
Closed-cell foam offers far superior cold-holding to ordinary soft coolers.



**HydroLok™ Zipper**  
We borrowed from survival suits and hazmat protective gear to make the ultimate waterproof, airtight closure.



**HitchPoint™ Grid**  
Easily attach pretty much anything to your Hopper. Bottle openers, carabiners, or accessories like the YETI SideKick™ Gear Case.

**Tie-Down Points**  
Six D-ring tie-down points give you multiple ways to secure the Hopper.

**Double-Stitched Carry Options**  
With a detachable shoulder strap and three different sets of reinforced handles, you've got options on how to make the load easier to carry.





## HOPPER™ 20

OUTSIDE	HOLDS	CAPACITY
LENGTH: 20 1/2"	18 CANS*	4.6 GAL.
WIDTH: 10 1/4"	20 LBS. OF ICE**	
HEIGHT: 13 1/4"		



## HOPPER™ 30

OUTSIDE	HOLDS	CAPACITY
LENGTH: 22 5/8"	24 CANS*	6.5 GAL.
WIDTH: 12"	30 LBS. OF ICE**	
HEIGHT: 16"		



## HOPPER™ 40

OUTSIDE	HOLDS	CAPACITY
LENGTH: 23 3/4"	36 CANS*	10.1 GAL.
WIDTH: 13"	40 LBS. OF ICE**	
HEIGHT: 17 7/8"		

\*USING A 2:1 ICE-TO-CAN RATIO \*\*WHEN STORING ICE ONLY



**SIDEKICK™ GEAR CASE**  
Strap the SideKick to your Hopper with our HitchPoint™ Grid system and you've got a water-resistant vault to keep your fishing license, keys, and phone safe and sound.



**MOLLE ZINGER**  
This handy, retractable lanyard gives you 36" of reach when you need it, so you can hook all kinds of tools and gadgets to your Hopper. Hey, you never know what'll go wrong in the wild. (Comes with a YETI Bottle Key. Multi-tool not included.)



**MOLLE BOTTLE OPENER**  
Pop some tops on the fly. This MOLLE Bottle Opener fits snugly onto your Hopper and is made with 1/8-inch corrosion-resistant stainless steel so it won't bust or rust.







## HUNTER. FARMER. FILMMAKER. GRIZZLY-BAIT.

VERY FEW PEOPLE HAVE BEEN AWAKENED IN THE NIGHT BY A GRIZZLY COLLAPSING THEIR TENT ON TOP OF THEM AND LIVED TO TALK ABOUT IT.

Jeff Simpson is a dedicated hunter, but it's what he does before and after the hunt that makes most people sit up and notice. Months of physical prep, research, scouting, and target practice all for one split second of arrow flight. And his hunting skills are only second to his filmmaking talents. We love watching the stories of his hunts; we just wish we had one of the boar grizz attack that night.

Unfortunately we don't make a grizz-proof tent. If we did though, this gearhead would be first on the list. Whether it's rifles, trail cams, or telephoto lenses, Jeff is into it. And no doubt a pro like him gets a lot of free gear from sponsors, but if it isn't great stuff, he has no problem dipping into his pocket and paying for whatever

is the best. When you use gear 24/7, not just Labor Day and July 4th, failure is not an option. We know that feeling all too well. In fact, it's why we started making our own coolers in the first place.

Planning is another thing Jeff doesn't take lightly. He leaves nothing to chance, spending months or even years getting ready for that one moment. He says if you do the scouting and gear prep to the best of your ability you'll have a lot better results when opening day finally comes. But once it does, you need one last thing — dedication. This past season Jeff was on a 23-day backcountry moose hunt, during which it rained or snowed almost every single day. That's a long time in a tent, especially in grizz country.



“MY FIRST YETI WAS MY TUNDRA 65. THAT THING HAS SINCE BEEN A PERMANENT FIXTURE IN THE BACK OF MY TRUCK. THE TRUCK HAS CHANGED THREE TIMES, BUT THE YETI NEVER WILL.”

- JEFF SIMPSON









# RAMBLER™ SERIES

YETI Coolers were designed for all sorts of great outdoor adventures, and there's even a YETI for all the times in between. The YETI Rambler Series is perfect for the ride to the deer lease, time spent at the cleaning table, or just sitting around the campfire trying to one-up each other's stories. With double-wall vacuum insulation, these over-engineered drink holders keep your favorite beverage as cold — or hot — as science allows. They're breakthroughs on another front, too — they're the first YETIs you can fit in the palm of your hand.



## THE DETAILS



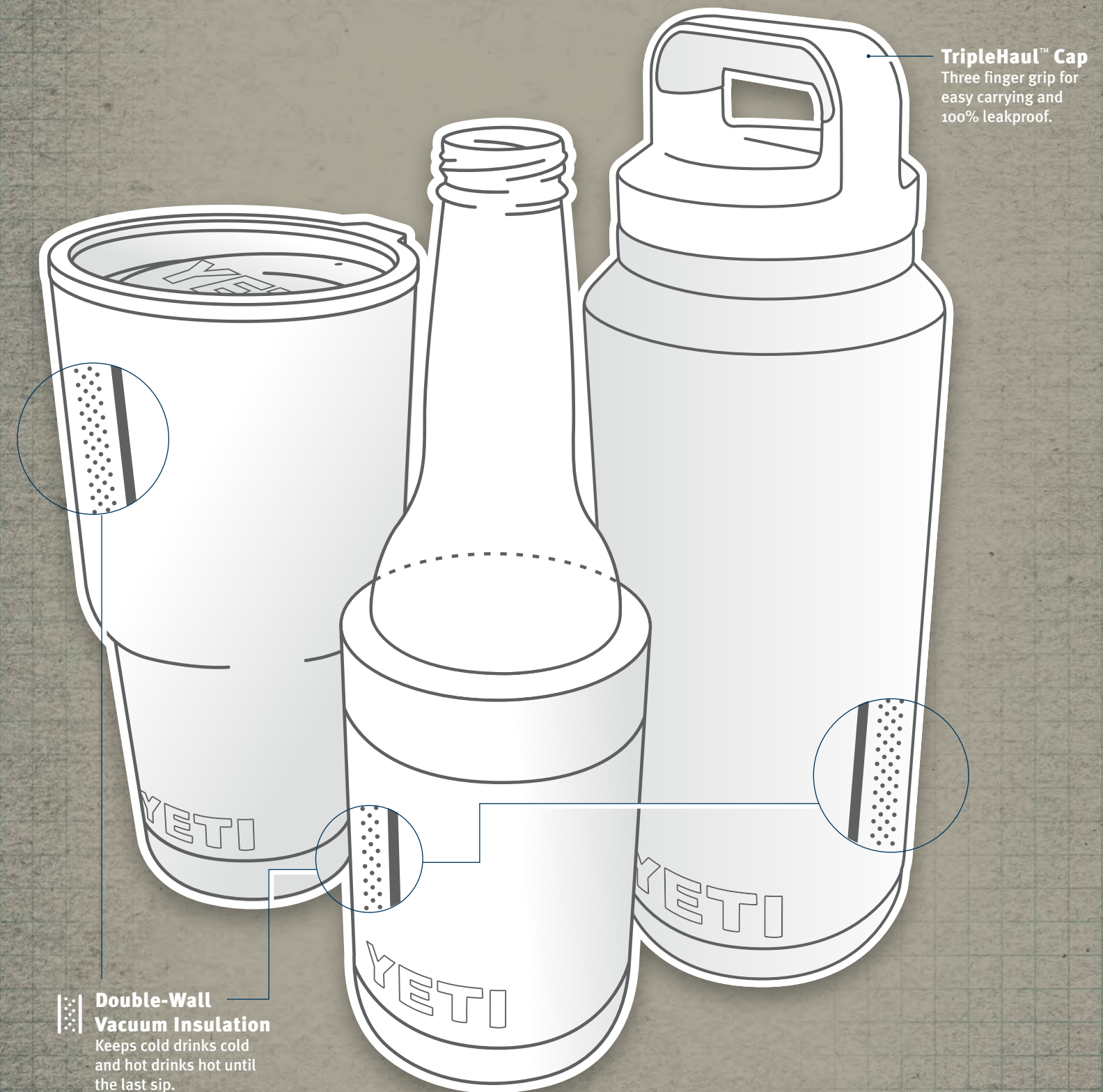
**18/8 Stainless Steel**  
Made with kitchen-grade stainless steel, so they're puncture- and rust-resistant.



**BPA-Free**  
(Obviously.)



**No Sweat™ Design**  
Keeps fingers dry and un-frostbit.







**10 OZ LOWBALL**



**20 OZ TUMBLER**



**30 OZ TUMBLER**

**RAMBLER™ LOWBALL & TUMBLERS**

These cups are over-engineered from kitchen-grade 18/8 stainless steel with double-wall vacuum insulation to keep what you're sipping as cold or hot as science allows.



**18 OZ BOTTLE**



**36 OZ BOTTLE**



**64 OZ BOTTLE**

**RAMBLER™ BOTTLES**

YETI Rambler Bottles are built to take you way beyond off-the-grid. The insulated TripleHaul™ Cap is easy to grip, 100% leakproof, and airtight to lock in the cold. And the Over-the-Nose™ technology makes for an extra-wide opening for easy loading, drinking, and cleaning.



**COLSTER™**



**RAMBLER™ COLSTER**

The YETI Rambler™ Colster also gets the benefits of double-wall vacuum insulation. This No Sweat™ drink insulator will keep your last sip as cold as the first.





# YETI ICE

Ice hadn't really made any self-improvements over the last few billion years, so we thought we'd try our hand at it. YETI ICE absorbs the heat in your cooler so your ice and contents stay cold longer. The custom shape helps it freeze faster for quicker use, and it's impact-resistant so it can accompany you on your wildest adventures. Fight science with science.



## THE DETAILS



**Impact-Resistant**  
Designed to withstand the toughest of bumps, tumbles, and thuds.



**Stays Cold Longer**  
Chills ice and contents faster and helps keep your ice colder longer.



**No Messy Cleanup**  
No puddles to drain, just toss it back in your freezer.



**Freezes Faster**  
Custom shape helps it freeze faster.





## 1 LB YETI ICE

### DIMENSIONS

LENGTH: 8" • WIDTH: 2 5/8" • HEIGHT: 1 5/8"



## 2 LB YETI ICE

### DIMENSIONS

LENGTH: 8" • WIDTH: 5 3/8" • HEIGHT: 1 5/8"



## 4 LB YETI ICE

### DIMENSIONS

LENGTH: 10 3/4" • WIDTH: 8" • HEIGHT: 1 5/8"





# ON THE ROAD AND OFF THE GRID.

AFTER A BACK-BREAKING DAY CLIMBING, THERE AREN'T MANY PLACES MORE COMFORTABLE FOR SLEEPING THAN A CROWDED VAN.

Salt Lake City may be listed as the address on this world-class climber's driver's license, but when you spend 200 days a year away from your legal residence, it kind of brings up the question of what home is. And that driver's license is the key to it all for this badass climber who lives on the road in order to keep finding and crushing new rock.

The customized Sprinter van that she uses to cross the country is tight on space, so she's real precise about what she packs and how she packs it. There is absolutely no room for frills so we're stoked to see stuff we make get assigned a spot inside. But then again, everything we build is designed exactly for this — to be essential in anyone's outdoor adventures.

And beyond all that climbing and camping gear, Brittany tells us there are three vital things that never get left behind: motivation, a partner with the same mindset, and the ability to make the best of it when things backfire.

This positive-minded climber is new to the YETI family. We like that she's always looking up — most of the time literally. There's a lot to admire about how she lives life by her own map. Where she's headed reminds us where we're headed. And we like the prospect of that being a long and open road.







“THE SKETCHIEST PLACE I’VE EVER CLIMBED WOULD BE AMERICAN FORK, UTAH, ON A SUNDAY, WHEN AFTERWARDS I COULDN’T BUY ANY BEER IN A 30-MILE RADIUS.”

– BRITTANY GRIFFITH









# YETI GEAR

## HATS

Show them what's on your mind with one of these mesh trucker hats or a classic tour-style visor.



CAMO TRUCKER WITH PATCH



SPORTSMEN'S TARPON



VISOR



TRADITIONAL TRUCKER

## SHORT SLEEVE TEES

Represent the YETI nation with these fresh designs printed on rugged and comfortable tees.



YETI BILLBOARD



BUILT FOR THE WILD™

FRONT



BUILT FOR THE WILD™

BACK



COAT OF ARMS



HORN, FIN, FEATHER



TARPON







**WALL-MOUNTED BOTTLE OPENER**

This stainless-steel retro opener can mount almost anywhere, including right on your YETI.



**TARPON TOOL**

This jumping tarpon can pop open cans and bottles, and even features a twist-off wrench. Made from stainless steel, it'll never let you down when you're thirsty.



**BOTTLE KEY**

The quickest and easiest way to get a bottle open and its contents down your gullet.



**METAL SIGN**

The crowning glory to any hunting cabin, ice-fishing shack, or man cave. Available in two sizes and one strong statement.



**SPORTSMEN'S DECALS**

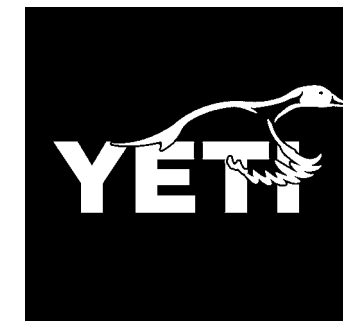
Turn your truck, boat, or SUV into a limited-edition YETI model with any of these fresh designs. The full collection is available at [yeticoolers.com](http://yeticoolers.com)



**WHITETAIL SHED**



**REDFISH TAIL**



**PINTAIL DUCK**



**BUILT FOR THE WILD™**



# COLLEGIATE & CUSTOM LOGOS

Covering your YETI with dirt, fish slime, and battle scars is one way to personalize it, but just in case you want a few more options, we have just the thing. You can customize a cooler with your company logo as a gift to employees or clients, or put your favorite team's colors on it. Either way, you'll be saluting a great team with a cold one.









## THE YETI NATION

Whether you're a friend who gave advice along the way, someone who helped introduce our products to the world, or you simply bought a YETI to have better adventures,

# WE THANK YOU.

You're all part of the success of YETI and the momentum to keep engineering the best outdoor equipment that can be built. And don't forget to show the rest of the nation how you're getting wild by tagging your photos with #BuiltForTheWild.

You could be included in the gallery and even entered to win YETI Coolers and gear. Check it out at [yeticoolers.com/built-for-the-wild](http://yeticoolers.com/built-for-the-wild)

– Roy & Ryan Seiders





**YETI®**

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