

TCX Boots Monthly Focus – August 2016

ridetcxboot.com

<http://www.ridetcxboots.com/>

- US Dealer Finder, 2016 Collection, Technology, US Riders, Become a Dealer, Contact Us.
 - Print and web articles

TCX Current Advertising

Web Advertising

- ADV Pulse
- Google Search*

Print/Online Advertising

- Transworld – November 2016
- Motorcross Action - October issue
- PSB Issue 11

TCX Print Feature

Powersports Business, Sept 6 issue



<http://ridetcxboots.com/tcx-boots-eyes-growth-potential-in-u-s/>

<http://ridetcxboots.com/magazines/psb/16psb-sep6.pdf>

Print and Online Publications

Adv Moto Sept. issue

Jimmy Lewis Off-Road School, Pages 58-62

Page 61 - TCX Rider featured on balance board.



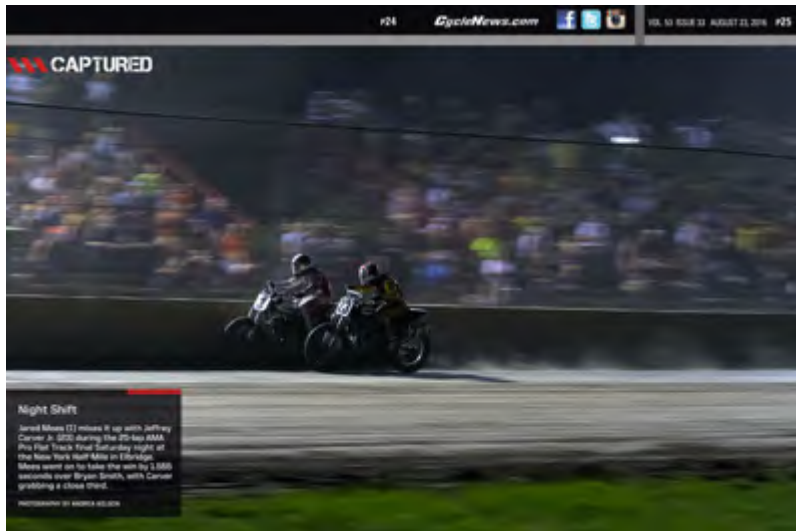
CycleNews 34 – August 30, 2016

IN THE WIND, Page 42
ALEX LOWES IN FOR BRADLEY SMITH



CycleNews 33 – August 23, 2016

CAPTURED, Page 24-25
Night Short - Jared Mees, AMA Pro Flat Track



IN THE WIND, Pages 44-46
Mees Stars at New York Half-Mile
Race wrap-up and photos of Jared.

GNC1

1. Jared Mees (H-D)
4. Sammy Halbert (H-D)
7. Briar Bauman (Kaw)

GNC2

10. Kolby Carlile (Hon)

CycleNews 32 – August 18, 2016

IN THE WIND - HANCOCK WINS SWEDEN SPEEDWAY GRAND PRIX, Page 34-35
Race wrap-up and photos. John Hancock

FLAT TRACK AMA PRO FLAT TRACK SERIES, Pages 80-86
ROUND 12 / AUGUST 14, 2016
PEORIA RACE PARK / PEORIA, ILLINOIS

- GNC1
 2. Jared Mees (Hon)
 9. Sammy Halbert (Yam)

- GNC2
 10. Kolby Carlile (Hon)

ROUND 12 / AUGUST 14, 2016
 PUMA RACE PARK / PUMA, ILLINOIS

FLAT TRACK AMA PRO FLAT TRACK SERIES

Mees left Pearson with the points lead.



GNC2 points leader Ryan Wells (Parkinson Brothers Racing) finished sixth, with James Monaco (GPS Racing/Intents Racing), Tristan Avery (Hon Ayers Motorsports), Austin Luczak (Luczak Racing) and Kolby Carlile (K.C. Cycle / Team 95) rounding out the top 10.

With his sixth-place finish, Wells extended his points lead to 57 over Dalton Gauthier, who failed to finish the main and was credited with 18th and one point. Jamison Minor, who crashed out in practice, and Kolby Carlile are a distant third and fourth, respectively. **CN**

GNC1

Energy Shot) held a close lead over Suzuki/Cycle World's Hayden Gillim, who was moonlighting from his normal road race endeavors.	Network) and Jacob Lohmann (Winco & Denise Holt / Ride Motorsports).
Gillim took the lead on lap seven, but just two laps later Cole Zabala (Zabala Racing/Fat Boy Racing), who was ninth at	It came down to the last lap when Lujar was able to get the lead. "The last three or four laps I could hear him coming around the outside, but I thought maybe I was as quick enough on the

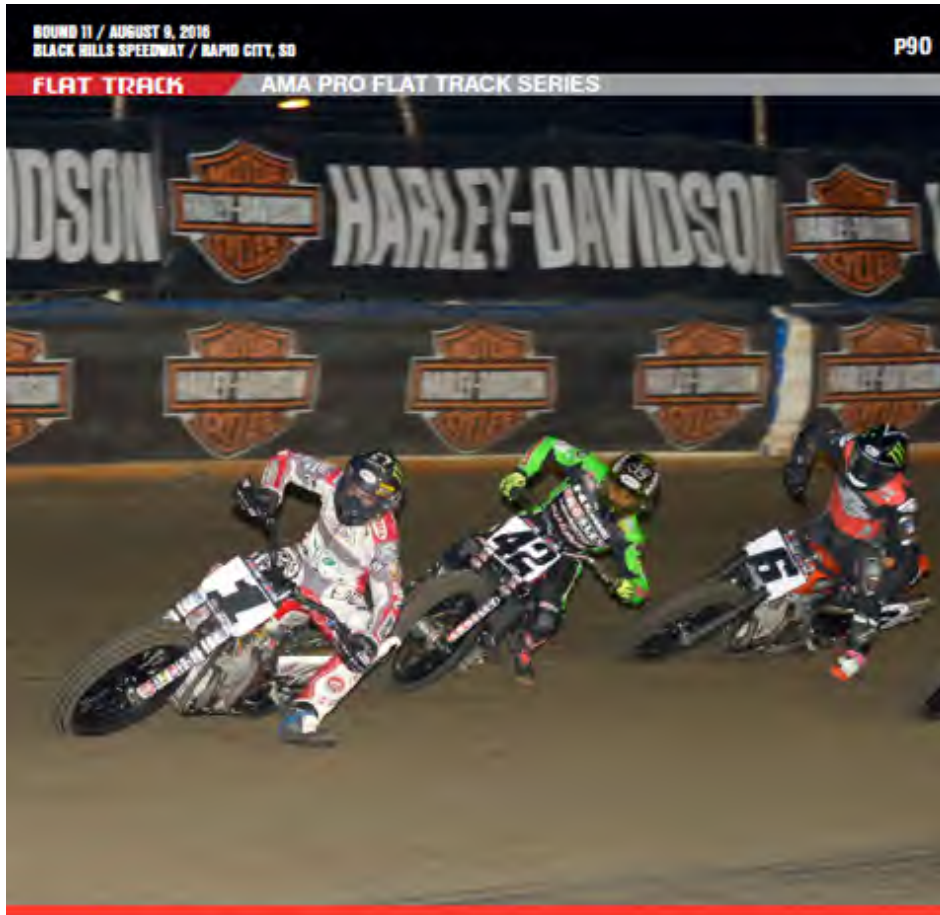
GNC1
 1. Henry Wiles (Kaw)
 2. Jared Mees (Hon)
 3. Jake Johnson (Hon)
 4. Robert Pearson (Yam)
 5. Jared Vanderkooi (Kaw)
 6. Jake Shoemaker (Hon)
 7. Jeffrey Carver Jr. (Hon)
 8. Michael Kirkness (Yam)
 9. Sammy Halbert (Yam)
 10. Davis Fisher (Hon)

FLAT TRACK AMA PRO FLAT TRACK SERIES, Pages 88-94

ROUND 11 / AUGUST 9, 2016
 BLACK HILLS SPEEDWAY / RAPID CITY, SD

- GNC1:
 2. Jared Mees (H-D)
 3. Kenny Coolbeth Jr. (H-D)

- GNC2:
 4. Kolby Carlile (Hon)



problems and Smith took second back. By lap nine Smith was in first. For the next 11 laps Smith

couldn't out muscle him off of four. If I would've run his line I would've never had any speed.

fery Carver (Briggsauto.com/ Martin Trucking) lurked just off the leaders pace when on lap

TCX Rider Sponsor ad



CycleNews 31 - August 11, 2016

Rider Sponsor (Spread) Ad - Dalton Shirey / wocracing.com, Pages 18-19

Product Review, Pages 94-95
 TCX COMP EVO Michelin Boot (White)

TCX COMP EVO MICHELIN BOOT

LIST PRICE:
 \$249.99
www.tcxboots.com

STANDOUT FEATURE:
 The Double Flex Control system allows you to adjust your stance and control your foot position. Available in three sizes: Small, Medium, and Large.

READER ANALYSIS:
 If you're looking for a boot that's ready to go, the TCX Comp Evo is a great choice. It's a boot that's built to last, and it's a boot that's built to perform. It's a boot that's built to be a part of your riding experience.

Bottom Line:
 The TCX Comp Evo is a tremendous boot for the money.

- Almost zero break-in period
- Excellent sole grip on footpads
- Soles are very durable
- Easy-use buckles
- Foot box and calf area fit not ideal for some
- Sole flex not for everyone

CycleNews 30 – August 3, 2016

Cover Mention - MEES LEADS THE WAY

CONTENTS, Page 4-5

Adam Booth wearing TCX COMP EVO MICHELIN White Boots

Preview of article from page 86



IN THE WIND, Page 46

YAMAHA FACTORY TRIUMPHS AGAIN AT SUZUKA

Alex Lowes podium photo

FLAT TRACK AMA PRO FLAT TRACK SERIES , Page 54-62

MEES TAKES COMMAND

Race wrap-up, photos interview with Jared, Kolby Carlile, Sammy halbert, and Kenny Coolbeth Jr.

GNC1

1. Jared Mees (H-D)

3. Kenny Coolbeth Jr. (H-D)

GNC2

1. Kolby Carlile (Hon)



QUICKSPIN, Pages 86 - 93
 2017 HUSQVARNA TE 250/300
 WE TAKE A SPIN ON HUSKY'S ALL-NEW TE TWO-STROKE ENDURO BIKES
 Adam Booth wearing TCX COMP EVO MICHELIN White Boots



Cycle World Magazine, September Issue

2016 Cycle World Ten Best Bikes 40th Anniversary
 Best Open Class Streetbike - Boots: R-S2 EVO
 Note: Center spread pull out.



Motocross Action, Sept. Issue
 TEAM TESTED - Comp Evo Michelin Boot (Series)



Motorcycle Product News - August Issue
 Product feature - TCX Adventure Boot line

TCX Adventure Touring Boot Line



When your destination is Adventure, you need to be prepared for whatever challenges may lie ahead. From the tamest to the beaten path, you're ready to tackle any terrain, and so is the Touring Adventure line from TCX. The INFINITY EVO GORE-TEX, X-DESERT GORE-TEX and TRACK EVO WATERPROOF are ready to answer the call for whatever type of adventure you are seeking. All-weather durability, all-day comfort and the best footwear technology from TCX come together in the Touring collection. The INFINITY EVO, X-DESERT GORE-TEX and TRACK EVO WATERPROOF are constructed with hand-made quality featuring TCX's signature Comfort Fit System (CFS), a technique developed from years of know-how. Precision molding based on the detailed anatomy of the foot gives TCX exceptional comfort in prolonged use - a critical element in constructing footwear that can function well both on and off the motorcycle. Pictured: INFINITY EVO GORE-TEX.

MSRP: INFINITY and X-DESERT - \$429.99 /
 TRACK EVO - \$259.99
 For more information: www.ridetcxboots.com

View all print articles at <http://www.ridetcxboots.com/print-articles/>

Online Articles and Press Releases

[Dirtbiketest.com](http://dirtbiketest.com), August 11, 2016

Product review: TCX Comp Evo Michelin Boot

<http://dirtbiketest.com/product-tests/tcx-comp-evo-michelin-boot/>

- Some of the most comfortable boots available.
- Great mix of high-tech materials and technology for protection and durability.
- Easy break in, excellent feel for the foot controls.



Dirt Bike Magazine. August 10, 2016

2 STROKE REVOLUTION YZ250X PROJECT BIKE

COMP EVO Michelin White Boots

https://www.youtube.com/watch?v=d4J_P3cW7yw



Ultimate Motorcycling Summer Issue, August 2016
QUICKSHIFT REVIEWS
Indian Scout Sixty, Boots: Heritage Waterproof



AMA Pro Racing, Press Release – August 23, 2016
Subject: 2016 Central New York Half-Mile is Now Available for VOD Viewing on FansChoice.tv



2016 Central New York Half-Mile Harley-Davidson GNC1 presented by Vance & Hines Main Event

[Watch now >](#)



Harley-Davidson GNC1 presented by Vance & Hines Class Highlights

[Watch now and share >](#)



AMA Pro Racing, Press Release – August 20 , 2016

Subject: Jared Mees wins the Central New York Half-Mile and Ryan Wells secures GNC2 Championship title



Click photo to download. For editorial use only. Please cite AMA Pro Racing/Brian Nitto where appropriate.

AMA Pro Racing, Press Release – August 18 , 2016

Subject: AMA Pro Flat Track heads to Rolling Wheels Raceway Park for the Central New York Half-Mile



Click photo to download. For editorial use only. Please cite AMA Pro Racing/Scott Hunter where appropriate.

AMA Pro Racing, Press Release – August 11 , 2016

Subject: FansChoice.tv Coverage of AMA Pro Flat Track at the Black Hills Half-Mile is Now Available for VOD Viewing



2016 Black Hills Half-Mile Harley-Davidson GNC1 presented by Vance & Hines Main Event

[Watch now >](#)



AMA Pro Racing, Press Release – August 2 , 2016

Subject: FansChoice.tv Coverage of AMA Pro Flat Track at the Charlotte Half-Mile is Now Available for VOD Viewing



2016 Charlotte Half-Mile Harley-Davidson GNC1 presented by Vance & Hines Main Event

[Watch now >](#)



2016 Charlotte Half-Mile GNC2 Main Event

[Watch now >](#)



Bell Helmets, Press Release – August 23 , 2016

Subject: Bell Helmets Race Report



Jared Mees now has a 16 point lead in the premier GNC class - with two rounds remaining.

Bell Helmets, Press Release – August 16 , 2016

Subject: Bell Helmets Race Report



Kenny Coolbeth, Press Release – August 17 , 2016

Subject: Race Report

“FOCUS” ON THE KING OF COOL – RACE WRAP-UP FROM RAPID CITY, SD

<http://ridetcxboots.com/focus-on-the-king-of-cool-race-wrap-up-from-rapid-city-sd/>

Next Moto Champion, Press Release, August 29, 2016

Subject: Mondays are for WINNING! Did you WIN the Capit Helmet Dryer and Cover?!

Next Moto Champion, Press Release, August 5, 2016

Subject: Sammy Halbert, the latest issue of NMC Magazine, and so much more!



Revzilla, Press Release August 29, 2016

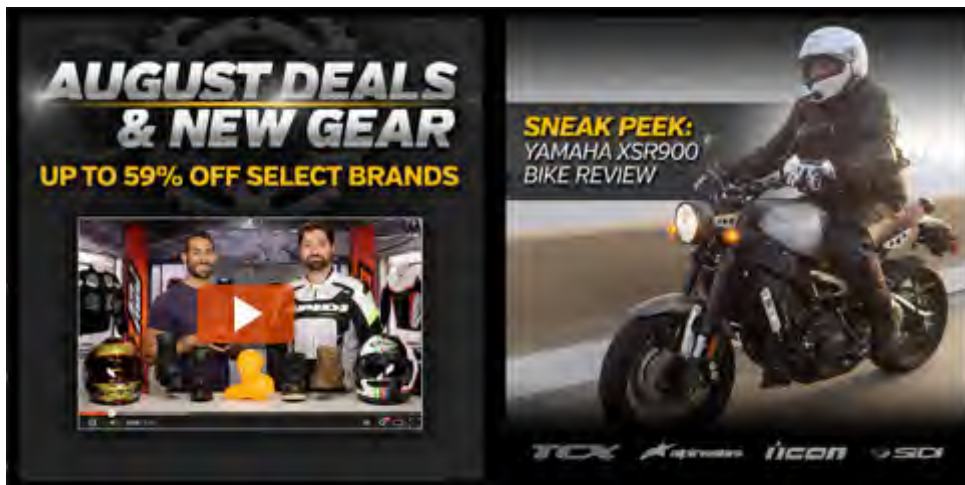
Subject: No Need To Wait For This Drop - New Pricing on Rokker Gear



https://www.revzilla.com/august16-contest?utm_campaign=8/04/2016&utm_medium=email&utm_source=Sailthru&utm_term=Inside%20Line

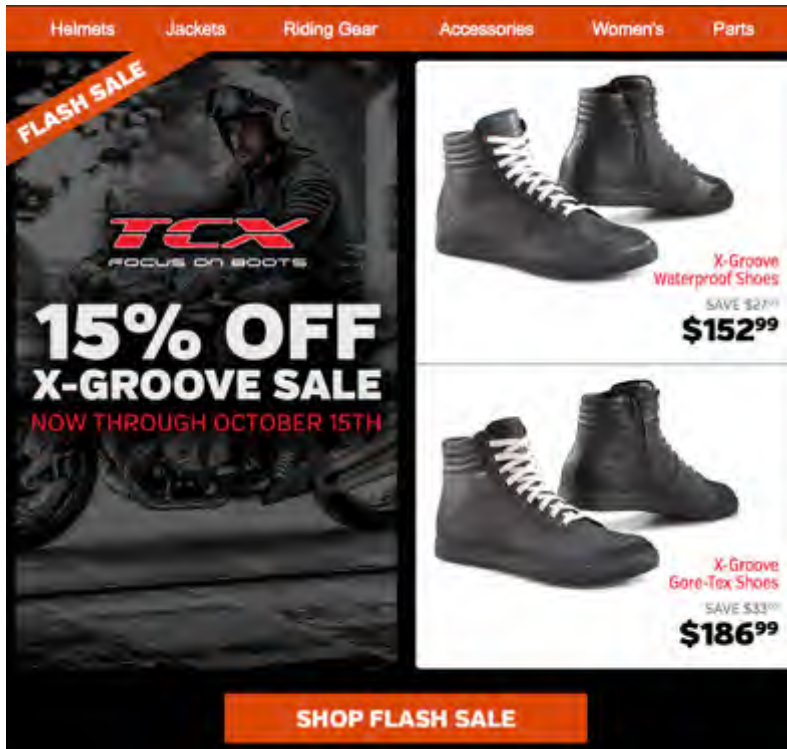
Revzilla, Press Release August 29, 2016

Subject: That Fall Hotness You've Been Waiting For: Alpinestars + Icon Launches



Revzilla, Press Release August 22, 2016

Subject: Limited Time! Get 15% Off TCX X-Groove Riding Shoes



The banner features a navigation bar with categories: Helmets, Jackets, Riding Gear, Accessories, Women's, and Parts. On the left, a dark background shows a rider on a motorcycle with the TCX logo and '15% OFF X-GROOVE SALE NOW THROUGH OCTOBER 15TH'. On the right, two pairs of riding boots are displayed. The top pair is labeled 'X-Groove Waterproof Shoes' with a price of \$152.99 (save \$27.00). The bottom pair is labeled 'X-Groove Gore-Tex Shoes' with a price of \$186.99 (save \$33.00). An orange button at the bottom says 'SHOP FLASH SALE'.

Revzilla, Press Release August 5, 2016

Subject: Hot Sauce! 50% Off Roland Sands Barfly Jacket + 20% Off SIDI Boots.



The banner features a dark background with a rider wearing a helmet and a jacket. Text includes 'REVZILLA'S MONTHLY \$2K GIVEAWAY', 'the MOST INTERESTING GIVEAWAY in the WORLD', and 'WIN \$2,000 IN NEXX & TCX GEAR'. Logos for NEXX, TRES EQUIS, and TCX are visible. A quote says 'STAY ORANGE, my friends!'. An orange button at the bottom says 'ENTER GIVEAWAY'.

https://www.revzilla.com/august16-contest?utm_campaign=8/04/2016&utm_medium=email&utm_source=Sailthru&utm_term=Inside%20Line

Social Media

Post of Note:

Black Hills Harley-Davidson promotion featuring Jared Mees

<https://www.facebook.com/blackhillshd/>



Moto-America promotion featuring Josh Hayes



Facebook Fan Page “TCX Boots USA”

Total Likes – 10,419

Total Reach* – 17,896

Post Engagement – 2,73

Largest Audience – Male 18-24 (50%)

NEW - Audience Engaged (like, click, comment or shred posts) – Male 45-54

Common Device – 81% Mobile

Best Post – 08.19.16 "Café Racer XXX just finished...."

- Reach 2,715

Twitter “TCXBootsUSA”

Followers – 227

1.7K impressions

Instagram @tcxbootsusa

Total Followers – 3148 thru August 31

Average 95 likes per post

Most Engagement: COMP EVO Series pics.

Least Engagement: ADV Pulse Post and Lifestyle images (X-Wave WP)

TCX recommended accounts to follow during flat track season

<https://www.instagram.com/jmees1/>

<https://www.instagram.com/sammyhalbert/>

<https://www.instagram.com/coolbeth2/>

Post of Note:

