



TCX Boots Monthly Focus – March 2016

ridetcxboot.com soft launch March, 2016

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

US Dealer Finder, 2016 Collection, Technology, US Riders, Become a Dealer, Contact Us.

compevotcx.com launches March 1, 2016

<http://compevotcx.com/>

Product Info, Riders, Video, Photos and About US.

US/GB, IT and FR versions available

TCX Current Advertising

Web Adverting

- [Racer X](#)
- [Powersport Business](#)
- [Hi-Torque](#)
- [TransWorld](#)
- [Ultimate Motorcycling](#)
- [Google Search*](#)

Print/Digital Adverting

- [Motorcyclist – June 2016 Issue](#)
- [Powersport Business – Issue 5](#)
- [CycleNews – Issue 10, 11, 12](#)
- [James Stewart Spring Championship 2016 Program](#)

*Search is present during specific dates/time like COTA, Daytona 200, etc with specific targets/product focus

TCX Press Release

COMP EVO Series

- March 5, 2016
http://resmarket.com/TCXboots/ePR/16TCX_ePR_compEVOm_pc1.html



TXC Boots Hires Michael "Tex" Mawby as Director of Business Development

- March 15, 2016
http://resmarket.com/TCXboots/ePR/16TCX_ePR_tex_pc1.html



TCX Boots Named Official Boot of Full Gas Sprint Enduro Series

- March 18, 2016

http://resmarket.com/TCXboots/ePR/16TCX_ePR_kenda_pc1.html



COMP EVO MICHELIN®
RED/WHITE/BLUE



X-HELIUM WHITE



X-BLAST BLACK

Print and Online Publications

Cycle World Magazine – March 2016

- Motorcycle test – Pg. 48

2016 Husqvarna 701 Supermoto and Enduro. PRO 2.1's prominently featured in all the photos. 4 pages.

CycleNews – Issue 9, March 8, 2016

- Article: Renner Wins Pro Circuit Open – Pg. 40

Ricky Renner chased down Michael Byrne to win the inaugural Pro Circuit Open at Tampa MX.

Follow Ricky Renner

[@R_Renner532](https://www.instagram.com/mxrenner/)

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



CycleNews – Issue 10, March 15, 2016

- Ad: YAMAHA “Daytona Dominance” – Pg. 12-13 (Spread)
Features Sammy Halbert #69.
- Article: Lowes Steers Clear In Qatar Final Test – Pg. 46
Sam Lowes was on fire in the desert.
Follow Sam Lowes
[@SamLowes11](https://www.instagram.com/samlowes11/)
<https://www.instagram.com/samlowes11/>
- Ad: TX Boots USA “X-TOUR EVO GORE-TEX®” – Pg. 47
Touring Gore-Tex Collection.
- Article: Flat Track Round 1-2 – Pg. 62
Thursday Results: 1) Sammy Halbert, 4) Jared Mees, 9) Kenny Coolbeth Jr.
Friday results: 2) Kenny Coolbeth Jr., 3) Sammy Halbert, 9) Jared Mees
Follow Kenny Coolbeth Jr.
<https://www.facebook.com/Kenny-Coolbeth-Jr-220752494633974/>
<https://www.instagram.com/coolbeth2/>

CycleNews – Issue 11, March 22, 2016

- Ad: TX Boots USA “COMP-EVO SERIES ” – Pg. 69
Following the Detroit Supercross wrap-up.
- Photo: Endurocross “Log Jammer” – Pg. 8-9
Christophe Nambotin in the photo

CycleNews – Issue 12, March 29, 2016

- Ad: TX Boots USA “24/7 ” – Pg. 57
- Article: Flat Track Returns to Summer X Games” – Pg. 36
TCX rider mentions, 4 time Champ Jared Mees with photo, also Sammy Halbert.

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

Online Features

24/7 Product Tests – TCX Boots X-STREET WATERPROOF

<http://www.we-ridewell.com/2016/03/tcx-boots-review/>



PRODUCT SPOTLIGHT MXA – TCX Boots COMP EVO MICHELIN

<http://motocrossactionmag.com/news/mxa-product-spotlight-tcx-comp-evo-michelin>

MXA WEEKEND NEWS ROUND-UP: Champs Already? Really?

<http://motocrossactionmag.com/news/rumors-gossip-unfounded-truths-49>





PRODUCT SPOTLIGHT MXA – TCX Boots COMP EVO MICHELIN

<http://adventuremotorcycle.com/news/tcx-comp-evo-boots>

MOTORCYCLE TEST CYCLE WORLD – TCX Boots PRO 2.1'S

<http://www.cycleworld.com/2015/12/17/2016-husqvarna-701-supermoto-and-701-enduro-motorcycle-review-first-ride-photos-specifications/>



Powersports Business Press Release – Michael “Tex” Mawby

SUBJECT: Polaris dealership opens in Spirit Lake | Boot company adds director | F&I businesses partner

Sales & Marketing

Aftermarket company hires business development director

TCX Boots welcomes industry veteran to its team. [Read more](#)



Powersports Business Press Release

SUBJECT: TCX Boots launched for 2016

<http://powersportsbusiness.com/features/2016/03/16/tcx-boots-launched-for-2016/>



AMA Pro Racing Press Release – March 31, 2016

SUBJECT: Everything You Wanted to Know About AMA Pro Flat Track at The Harley-Davidson Lone Star Half-Mile at Circuit of The Americas
Multiple TCX riders bio's & photos of Jared Mees and Kenny Coolbeth Jr.

AMA Pro Racing Press Release – March 25, 2016

SUBJECT: Harley-Davidson Flat-Track Racing Returns to Summer X Games Austin for Second Year
Multiple TCX riders bio's & photos of Jared Mees and Sammy Halbert

Social Media

Facebook Fan Page "TCX Boots USA"

Total Likes – 9,923

Total Reach* – 14,061 – up 572%

Post Engagement – 2,058 – up 458%

Largest Audience – Men 25-34 (29%)

Best Post – "The best part about the TCX boots, though? They're CE certified."

- X-Street WP Blue review by RIDEWELL
- 12,264 Reach
- 147 Reactions, comments & Shares

Twitter "TCXBootsUSA"

Followers – 190

Instagram @tcxbootsusa

Total Followers – 1,798 – thru March 31

TCX recommended accounts to follow during Supercross and Flattrack Season

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

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

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

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

*The number of people who saw any activity from your page including posts, posts by other people, page likes, post likes, comments, mentions, check-ins and shares.