

TCX Boots Monthly Focus – September 2016

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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

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**Web Advertising**

- Upcoming October flight with PSB

**Print/Online Advertising**

- Motorcross Action - October issue
- Transworld – November 2016
- PSB Issue 14

Print and Online Publications

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**Adv Moto** Sept. issue

Jimmy Lewis Off-Road School, Pages 58-62

Page 61 - TCX Rider featured on balance board.

**CycleNews 37** – September 20, 2016

Interview: Wayne Rainey, Pages 82-88

FROM THE BOSS

Photo and call-outs of Josh Hayes



CycleNews 36 – September 13, 2016

IN THE WIND, Page 33  
WILSON, PEICK, TICKLE: WHERE WILL THEY GO?  
Article mention of Broc Tickle, no pic.

IN THE WIND, Page 34  
HAYES, BEAUBIER RE-SIGN WITH YAMAHA



MOTOAMERICA AMA/FIM NORTH AMERICAN ROAD RACING ROAD RACE  
CHAMPIONSHIP, Pages 56 - 68  
Race report featuring Josh Hayes

Page 69 photo



SUPERBIKE/SUPERSTOCK 1000

Race One

2. Josh Hayes (Yam)

Race Two

3. Josh Hayes (Yam)

Page 68 - Melissa Paris mention and quote.

MOTOGP FIM MOTOGP WORLD CHAMPIONSHIP, Page 82

Alex Lowes callout.

**CycleNews 35** – September 6, 2016

COVER: Kenny Coolbeth mention

CAPTURED, Page 12-13

Flat Track Springfield Mile - Jared Mees in 2nd (DNF).

Sponsor Spread Ad, Page 34-35

WORCS ad featuring Dalton Shirey

Flat Track AMA Pro Flat Track Series, Pages 66-74

GNC1

1. Kenny Coolbeth (H-D)

9. Sammy Halbert (Duc)



**Dirt Bike Magazine**, October Issue  
Dirt Bike October

ROOST 10.2016, Page 23  
Graham Jarvis photo



MX Test: Husqvarna TC250  
Motorcycle review using COMP EVO Michelin Red, White and Blue boots  
Spread and single page images





**Motocross Action**, October Issue  
TCX Ad, Page 24-25



Comfort Control Durability

Michelin® MX Hybrid soles  
don't care how gnarly your  
aftermarket pegs are.

**NEW**  
2017  
COLORS

**COMP EVO MICHELIN®**

**X-HELIUM MICHELIN®**

**TCX**  
FOCUS ON BOOTS

The advertisement features a large image of a boot sole on the left and a grid of boot models on the right. The text highlights the durability of the Michelin MX Hybrid soles and introduces two new boot models for 2017: the COMP EVO MICHELIN and the X-HELIUM MICHELIN.

Moto In Motion, Pages 164-165  
Broc Tickle call out



**Sport Bikes** - August Issue

FEATURE - The First Ride: 2017 Moto Guzzi MGX-21, Pages 28-43

Boots: X-Garage

Boots are prominent in every photo.

Note: test rider Adam Waheed wears TCX in all his photo shoots



Sammy Halbert Flat Track School, Pages 108-113



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

Online Articles and Press Releases

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**ATVPT.com**, September 12, 2016

Product review: X-Blend Waterproof

**Pros:**

Durable water proof leather construction.

Reinforced toe and heel to accommodate many riding styles and different atvs or motorcycles.

New sole with that vintage look but allows you to walk or ride in comfort.

Price point is very affordable for this style of high quality riding boot.

The vintage look is top shelf.

**Cons:** None.

<http://www.atvpt.com/tcxbootsvintagebrown.htm>



**revzilla.com**, September 28, 2016

Common Thread

Is the adventure segment in America at risk of burning out? Boot: Black X-Helium



Honda has hit a sweet spot with the Africa Twin in the middleweight ADV segment. Photo by Kevin Wing.



**XLADV.com**, September 6, 2016

Product Test: X-Desert Gore-tex®

"If I can't say enough about any one area, it's certainly comfort. "





**AMA Pro Racing, Press Release – September 7 , 2016**

**Subject:** 2016 Springfield Mile II is Now Available for VOD Viewing on FansChoice.tv

Lead photo is Kenny Coolbeth (who won). TCX prominent in the pic.



Also

Sammy Halbert and Lloyd Brothers Motorsports' exclusive interview

<https://www.facebook.com/AMAProFlatTrackSeries/videos/1255515864482515/>



**Bell Helmets, Press Release – September 25, 2016**

**Subject: Bell Helmets Race Report**

**AMA PRO FLAT TRACK**

**Ramspur Winery Santa Rosa Mile - Santa Rosa, CA - September 25, 2016**



**JDay Offroad, Press Release – September 26 , 2016**

**Subject: TCX Report Rd 9 Loud Fuel Crow Hill GP**

<http://jdayoffroad.com/2016/tcx-report-rd-9-loud-fuel-crow-hill-gp/>



**Kenny Coolbeth**, Press Release – September 12 , 2016

**Subject:** Springfield Mile race report

“FOCUS” ON THE KING OF COOL – Kenny Coolbeth race wrap-up from Springfield Mile

<http://ridetcxboots.com/focus-on-the-king-of-cool-race-wrap-up-from-springfield-mile/>



**Husqvarna Motorcycles GmbH**, Press Release, September 29, 2016

**Subject:** HUSQVARNA MOTORCYCLES INTRODUCES NEW 701 SUPERMOTO & 701 ENDURO





**Husqvarna Motorcycles GmbH, Press Release, September 8, 2016**

**Subject:** ROCKSTAR ENERGY HUSQVARNA RIDERS FIRED UP FOR ENDURO SEASON FINALE



**Motorcycle Sports Newswire, Press Release, September 30, 2016**

**Subject:** Honda is Recalling 17,643 Grom motorcycles  
Husqvarna Motorcycles Introduces New 701 SUPERMOTO & 701 ENDURO





**Motorcycle Product News, Press Release, September 7, 2016**

**Subject:** AIMExpo Dealer Registration Grows, Husqvarna Introduces New Minicycles, BMW Announces Pricing for its R nineT Scambler, and more!  
**Harley-Davidson XR750 Carries Coolbeth to Victory on the Springfield Mile**



<http://www.motorcyclepowersportsnews.com/harley-davidson-xr750-carries-coolbeth-to-victory-on-the-springfield-mile/?eid=291860248&bid=1520248>

**MB60 Action Sports, Press Release, September 6, 2016**

**Subject:** MB60 Action Report  
**Note:** Most if not the entire team wears TCX Boots



**The News**, Press Release, September 6, 2016

**Subject: Bikinis, Beer And Bikes**

[Kenny Coolbeth, Jr. wins Springfield Mile II over Mile Specialist Bryan Smith](#)



<https://motorsportsnewswire.com/2016/09/05/kenny-coolbeth-jr-wins-springfield-mile-ii-over-mile-specialist-bryan-smith-0905167/>

**Powersports Business**, Press Release, September 27, 2016

**Subject:** Multi-dealership group closes | Indian names 2017 race team | Synchrony, Kawasaki team up

Indian Motorcycle announces 2017 Wrecking Crew team members

Jared Mees joins the Wrecking Crew.

Note: No pic of Jared

<http://powersportsbusiness.com/top-stories/2016/09/27/indian-motorcycle-announces-2017-wreck-crew-team-members/>

**Powersports Business**, Press Release, September 22, 2016

**Subject:** BMW issues R nineT recall | Polaris Slingshot for kids | Dealer group expands training

In This Edition of PSB: September 6, 2016

[Aftermarket: TCX Boots eyes growth potential in U.S.](#)

<http://powersportsbusiness.com/top-stories/2016/09/16/tcx-boots-eyes-growth-potential-in-u-s/>

**Ultimate Motorcycling**, Press Release September 13, 2016

**Subject:** 3000-Mile Moto Guzzi MGX-21 Test, Harley Milwaukee-Eight Road Glide Ultra Review

2017 Harley-Davidson Road Glide Ultra - Milwaukee-Eight 107 First Ride, Boots: TCX X-Blend Waterproof



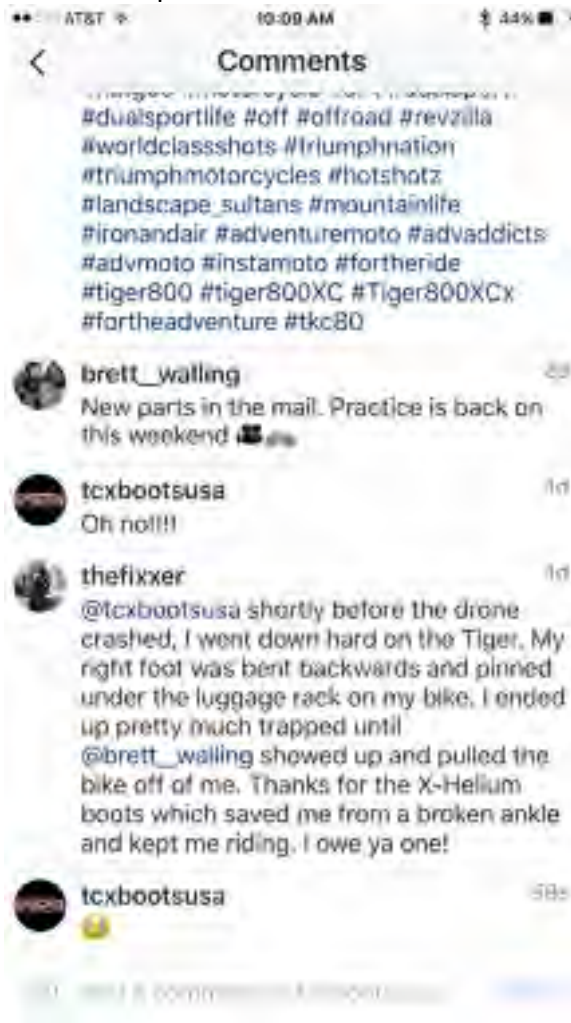
<https://ultimatemotorcycling.com/2016/09/03/2017-harley-davidson-road-glide-ultra-review-107-first-ride/>

## Social Media

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### Post of Note:

“thefixer” on Instagram is a test editor/rider for Revzilla. He posted about a downed drone for a photoshoot he was on.



### **Facebook Fan Page “TCX Boots USA”**

Total Likes – 10,681

Total Reach\* – 19,004

Post Engagement – 1,051

Largest Audience – Male 18-24 ( 49%)

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

Common Device – 78% Mobile

Best Post – 09.26.16 "Ricky Johnson stopped by ..."

- Reach 3,108





**Twitter “TCXBootsUSA”**

Followers – 241

2k impressions

**Instagram @tcxbootsusa**

Total Followers – 3277 thru September 30

Average 110 likes per post

Most Engagement: COMP EVO Series pics.

Least Engagement: ADV Pulse Post and Lifestyle images (new Street Air boot)