

## TCX Boots Monthly Focus – April 2017

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ridetcxboot.com

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

- US Dealer Finder, 2017 Collection, Technology, US Riders, Become a Dealer, Contact Us.
  - Updated #teamTCX racer section

## TCX Current Advertising

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### ***Web Adverting***

- Ride-CT.com
- Ride-NewEngland.com

### ***Print/Online Adverting***

- RacerX – DMC Program - Motocross
- SportBike Inc. - May
- Transworld - June
- Wing World - July

## TCX Press Release

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“Focus” on Briar Bauman, April 28, 2017

Posted to [ridetcxboots.com](http://ridetcxboots.com/) / social channels

## Print and Online Publications

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**Cycle News** Issue 16, April 25, 2017

ROADRACE - 2017 MOTOAMERICA AMA/FIM NA Road Racing Championship, Pages 76 - 88

Race 2 4. Josh Hayes / Boots RT-Race



SUPERCROSS, Monster Energy AMA Supercross Series, Pages 90 - 104

Broc Tickle results: 12. OVERALL in Points 8th place

SHOOTOUT, Page 112-113

Boots: X-Helium White/Black



Cycle News Issue 15, April 18, 2017

TOC: Boots: X-Street WP Blue



FIRST TEST: 2017 HONDA REBEL 300/REBEL 500, PAGES 70-81

Boots: X-Street WP Blue



Husqvarna Motorcycles Ad - Boots: Pro 2.1 White, Page 29

**Cycle News** Issue 14, April 11, 2017

IN THE WIND Page 31

FASNACHT FASTEST AT PALA WMX

2. Eve Brodeur (KTM) 2-2

3. Jamie Astudillo (KTM) 8-3

Boots: COMP EVO Michelin White / Black & Yellow Fluo

Continued from Brodeur's debut in the WMX Championship with second place...

"I was really just a rookie. I was right on for making it through the first and second rounds. I was really just nervous to get into the final. I was just trying to pull it off and make it safely to the finish line."

"I had two crashes. I was a little bit off with the clutch and the throttle. I was really just trying to pull it off and make it safely to the finish line. I was really just trying to pull it off and make it safely to the finish line."



SUPERCROSS ROUND 14 / APRIL 8, 2017  
 CENTURYLINK FIELD / SEATTLE, WASHINGTON P64  
 MONSTER ENERGY AMA SUPERCROSS SERIES  
 Broc Tickle 6th / 8th Overall  
 Note: No pics.

**Cycle News** Issue 13, April 4, 2017

TOC, Pages 4-5

Jared Mees call out, Baker (6) also in the photo.



### IN THE WIND, Page 40

Jose Carrasco rode a ...

Boots: COMP EVO Michelin, Black and Yellow

#40

## IN THE WIND

and tried fixing it.

"There was nothing I could do without more people to help me and I rode from three to 212 and they caught up to us."

Esposito got to the finish in five hours, 12 minutes and 56 seconds, officially.

The Arredondo team knew it'd be tight and when Penhall rolled in at 5:12:35, Penhall's rank.

"It's such a satisfying feeling to win, this is such a dangerous race. A similar stroke occurred. Just the whole pre-race morning up to the start, I was just ready to get through that, but to hear from a winning team as well, I'm really stoked for that. I came near and won the 1000

(with Ox Motorsports) last year as well so to top it off with a San Felipe win, unreal."

Third bike overtook and third in Pro Moto Unlimited went to Derek Auerbauer who chose to tackle the entire race by himself, though that was nothing out of the ordinary for the former Pro Moto Ironman racer and Ho Race Boys Racing/Precision Concepts/Dunlop CRF450X. He finished in 6:03:10 followed by Pro Moto 40 riders over 30 years old winners Ryan Gaitan/Kevin Johnson in 6:08:45 and the Pro Moto Unlimited team of Schuyler Schoonmaker/Gram Stacey/Mark Winkelman in 6:09:16.

Other class winners included Morgan Crawford/Kevin Murphy/Jim O'Neal in Pro Moto Limited (449cc or less) with time 6:52:43; Dennis Bellinghien/Chad Brown/Sal Hernandez/Chad Thornton in Pro Moto 30 (6:27:59); Troy Pearson/Earl Robert/Giovanni Stank in Pro Moto 50 (7:01:00); Ron Dugan/Robert Kocis/Donald Lantz in Pro Moto 60 (8:35:45); Jose Amador Carrasco in Pro Moto Ironman (6:44:29); and Comb Bernard/Kevin Grewel/Tick Lanning/Sidney Marchand/Jim Morton in Sportswear Motorcycles (7:22:07).

Matt Kuyta

**RESULTS**

Jose Amador Carrasco Team: Bryan Esposito, Esposito by the Pro Moto Ironman.com

### SUPERCROSS, Monster Energy AMA Supercross Series, Page 66 - 80

Broc Tickle 8 place, moves up to 8th in points

**30 BROC TICKLE 8TH 450EX**

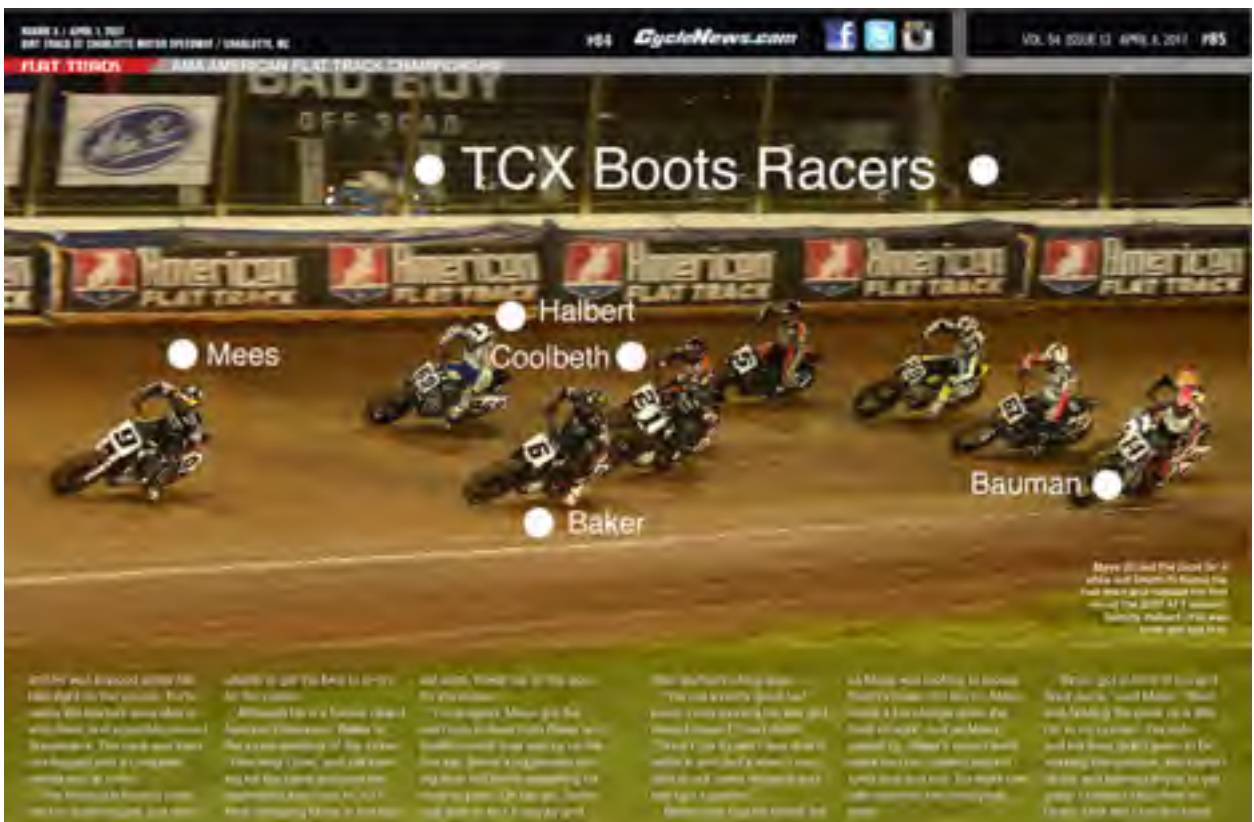
"I always look forward to going to St. Louis," said RCN Suzuki's Broc Tickle after his eighth-place finish in the AMA Supercross race. "The dirt is always awesome and that's what makes it stand out for me. All in all, the weekend was great. I felt a little off all day to be honest. I just couldn't get comfortable. It wasn't the bike, it was just me. I wasn't 100 percent in form, but I still came away with a top 10 and ended up eighth in the main event. Even with a not-so-great start, I worked my way up, made a couple passes and pulled some good, consistent laps. I still need to dial in those starts and be more consistent."



### FLAT TRACK - American Flat Track Championship



NOTE: Just a great shot of #teamTCX. I made callouts.





*Dirt Bike Magazine*, May 2017

Page 10

Sadle by Ron Lawson. Boots: Comp Evo Michelin



Project Extreme Husqvarna TX300, Page 64-70  
Boots: Comp Evo Michelin



MX Mods: KTM 250SX  
Boots: Comp Evo Michelin





***Racer X Magazine***, May 2017

Featuring Drifter WP boots.

Article: <http://raceronline.com/issue/may-2017#&gid=1&pid=4>



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

Online Articles and Press Releases

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**Drt Bike Magazine Online** April 7, 2017

FRIDAY WRAP UP: KAILUB RUSSELL'S KTM 250XCF

<http://dirtbikemagazine.com/friday-wrap-up-kailub-russells-ktm-250xcf/>

Lots of Photos. Boot: COMP EVO Michelin, White Boots



<http://racerxonline.com/2017/03/13/tcx-announces-the-x-helium-boot>

**Rider Domain**, May 2017

Article: <http://www.ridersdomain.com/magazine/motorcycles/reviews/2017-ducatti-scrambler-desert-sled-first-test-ride/>



This was originally posted in January but was recently re-released.

### MICHELIN POWER RS MOTORCYCLE TIRE REVIEW VIDEO

Boots: X-Rap WP

Video: <http://www.ridersdomain.com/magazine/motorcycle-videos/michelin-power-rs-tire-review/>



### Bell Helmets, Press Release Apr. 4, 2017

**Subject:** Bell Helmets Race Report

AMERICAN FLAT TRACK - Round 3 - Charlotte Motor Speedway - Concord, NC - April 1, 2017

The No.9 Indian Scout FTR750 of Jared Mees (TCX Boots USA) was on the podium again for the 3rd race in a row - this time in 2nd place - but the story of the night was the outstanding ride and 4th place finish by the No. 94 of Ryan Wells (TCX Boots USA).





Cycle Gear, Press Release Apr. 8, 2017

**Subject:** Your Ride Just Got Cooler



TCX Street Ace Waterproof Shoes

**\$159.99**

[Buy Now](#)



Bit Pit Boots

**\$59.99**

~~\$119.99~~

**Sale 50% Off!**

[Buy Now](#)

Revzilla, Press Release Apr 24, 2017

**Subject:** Vintage Style, Modern Functionality

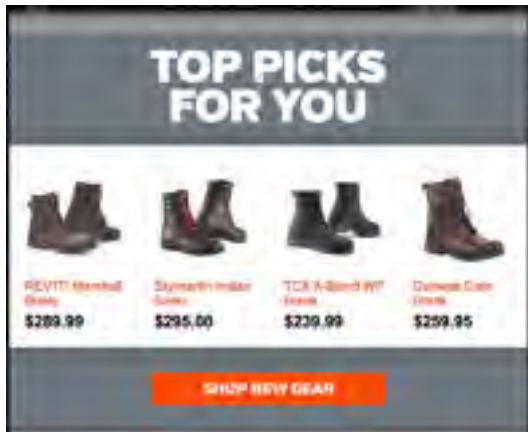
**TOP PICKS FOR YOU**

<b>REVIT! Marshall Boots</b>	<b>Stylmartin Indian Boots</b>	<b>TCX X-Blend WP Boots</b>	<b>Dainese Cafe Boots</b>
<b>\$289.99</b>	<b>\$295.00</b>	<b>\$239.99</b>	<b>\$259.95</b>

**SHOP NEW GEAR**

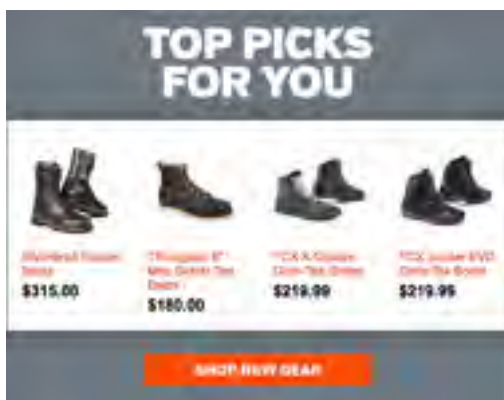
Revzilla, Press Release Apr 23, 2017

**Subject:** Ciao! Take An Extra 5% Off Dainese Closeouts



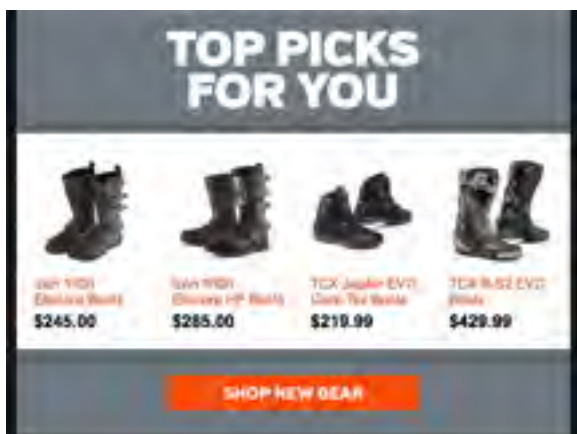
Revzilla, Press Release Apr 16, 2017

**Subject:** Hop To It! Get 15% Off RAM Mounts



Revzilla, Press Release Apr 3, 2017

**Subject:** The Best of What's New & What's On Sale



**RCH Racing**, Press Release Apr. 26, 2017

**Subject:** Tickle Injured in Practice Crash, Out for Remainder of Supercross Season  
Tickle currently sits 8<sup>th</sup> in points

*UPDATE, MAY 3, 2017* Tickle sits 10<sup>th</sup> in points with 1 round to go.

**RCH Racing**, Press Release Apr. 24, 2017

**Subject:** Promising Outing Doesn't Deliver for RCH/Yoshimura/Suzuki Factory Racing in Salt Lake City

**Race wrap-up** and interview



**RCH Racing**, Press Release Apr.21, 2017

**Subject:** Much to be Done for RCH/Yoshimura/Suzuki Factory Racing in Salt Lake  
No pics. Just pre-race info. Tickle currently 8th Overall.

**RCH Racing**, Press Release Apr.11, 2017

Subject: Tickle Sixth, Bogle 12th in Seattle  
Tickle currently 8th Overall.



**RCH Racing**, Press Release Apr. 7, 2017

Subject: RCH/Yoshimura/Suzuki Factory Racing Pushes Into Seattle  
No pics. Just pre-race info. Tickle currently 8th Overall.

**RCH Racing**, Press Release Apr. 3, 2017

**Subject:** Positive Outing for RCH/Yoshimura/Suzuki Factory Racing in St. Louis  
Tickle 8th place, 8th overall in points



**Vital MX**, Press Release Apr. 5, 2017

**Subject:** Vital MX Spotlight - Spring Fever, testing unusual equipment, and the battle for Supercross supremacy

Vital MX Pits Bits: Detroit (Tickle used in the pic)




### Vital MX Pit Bits: Detroit

Moto in the Motor City, a whole lot of shaking going on, and closed pits. Here's what happened on Saturday before the gates dropped....[more](#)

**Broc Tickle**

◀ Prev Next ▶ 28 of 41 ▶▶ Autoplay



Broc Tickle in lights.  
Credit: Guyll

<http://www.vitalmx.com/photos/features/Pit-Bits-Detroit,39106/Broc-Tickle,99607/GuyB,64>



**Zip-Ty Race Team / Ty Davis, Press Release Apr. 25, 2017**

**Subject:** Zip-Ty Race Report

Video link and pics for the race wrap-up.



**Zip-Ty Race Team / Ty Davis, Press Release Apr. 18, 2017**

**Subject:** Zip-Ty Race Report

Video link and pics for the race wrap-up.



## Social Media

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### Facebook Fan Page "TCX Boots USA"

Total Likes - 10,868

Total Reach - 3.6K

Post Engagement - 641

Largest Audience - Male 18-24 (49%)

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

Best Post - 04.19.17 "RT-RACE HIGH PERFORMANCE..."

- Reach 3.3K

### Twitter "TCXBootsUSA"

Followers - 291

1.4K impressions

Top Tweet April, 2017:

"Who's ready for some #tickletime..."

### Instagram @tcxbootsusa

Total Followers - 4,413 thru April 30, 2017

Average 144 likes per post

Most Engagement: COMP EVO Series pics.

#### Most Engagement



#### Least Engagement

