

## TCX Boots Monthly Focus – February 2017

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ridetcxboot.com

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

- US Dealer Finder, 2017 Collection, Technology, US Riders, Become a Dealer, Contact Us.
  - 2017 Catalog (PDF download)

## TCX Current Advertising

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### ***Web Advertizing***

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

### ***Print/Online Advertizing***

- Motocross Action April
- RacerX - April issue
- Transworld March

## Print and Online Publications

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### ***Cycle News*** Issue 6, Feb 14, 2017

CAPTURED: Alex Lowes featured, Page 24 - 25, 2017

IN THE WIND: HALBERT FINDS A HOME, Page 28

Slammin' Sammy Halbert #69 Estenson Logistics/TruLine Yamaha FZ-07

IN THE WIND: YAMAHA INTRODUCES WORLD TEAMS, Page 44

Alex Lowes introduced with the team.

SUPERCROSS MONSTER ENERGY AMA SUPERCROSS SERIES, Pages 46-58

Broc Tickle, 6th Place, 10 Overall

Boots: COMP EVO Michelin, Black

NOE: No pics of Tickle

### FIRST TEST, 2017 GASGAS CONTACT 250, Pages 72-79



Boots: COMP EVO Michelin, White

2017 Gas Gas Contact First Ride- Cycle News  
Published on Feb 13, 2017

Cycle News spends the day with 10-time AMA Trials Champion Geoff Aaron riding the 2017 GasGas Contact trials bike.

<https://www.youtube.com/watch?v=79HQoQ5u480>



**Cycle News** Issue 7, Feb 22, 2017

SUPERCROSS - Monster Energy AMA Supercross Series, Page 58  
Broc Tickle 7th 450 SX / 10th Overall

MY OWN RACE, Page 60  
Broc Tickle  
Boot: COMP EVO Michelin

**20 BROC TICKLE 7TH 450SX**  
RCH Suzuki's Broc Tickle was once again solid in Minneapolis. He got to the main event through his semi, then got a bad start and had to fight his way forward to seventh. "Outside of the first 20 seconds, the main event was awesome," Tickle said. "My start wasn't as good as it should have been, but I made some quick passes and got into a good flow. I was actually in good position to race for fifth or sixth, but I made a couple mistakes and lost some ground. That was good motivation to keep pushing forward. We've had a little bit of a slow start but things are rolling in the right direction. We're making progress every week."

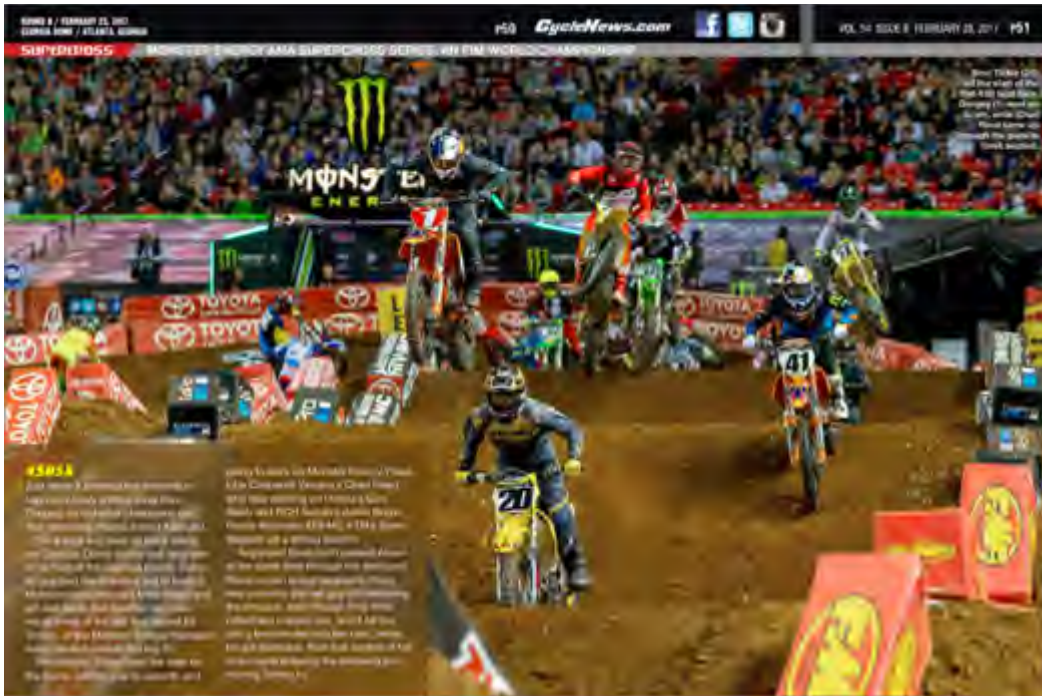


**Cycle News** Issue 8, Feb 28, 2017

TCX Boots Featured on the CycleNews COVER



SUPERCROSS MONSTER ENERGY AMA SUPERCROSS SERIES, Pages 48-63  
Broc Tickle featured on pages 50-51  
Currently 10th in OVERALL 450 Points



SHOOTOUT: 2017 HONDA CRF450RX VS. YAMAHA YZ450FX, Pages 74-84  
TCX COMP EVO Michelin Boots featured in all the photos.



***Dirt Bike Magazine***, March 2017  
Page 27 - Husky Ad - TCX Rider



**A NEW GENERATION  
CONTENDER**

The completely new 2017 Husqvarna Motorcycles FX and TX multi-range signifies a new era of purpose built, closed-course competition off-road motorcycles. A newly designed chassis incorporates a lighter, stiffer frame, a new engine and a completely redesigned light frame to speed across the open-air. Equipped with a super fuel tank, 19" rear wheel and electric start, you're in for the best of both worlds.



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

Online Articles and Press Releases

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**Motorcyclist Online** Feb 27, 2017

**American Flat Track Racer Sammy Halbert at Rossi's Ranch and the Troy Bayliss Classic**

Halbert talks about circumventing the globe with his Mom in 13 Days.

<http://www.motorcyclistonline.com/american-flat-track-racer-sammy-halbert-at-rossis-ranch-and-troy-bayliss-classic>



**MotoGP vs. American Flat Track - Rossi and Halbert**

<https://www.youtube.com/watch?v=npb9y4yZCDg>

**Published on Jan 26, 2017**

MotoGP vs. American Flat Track! Valentino Rossi and Sammy Halbert go bar-to-bar in this epic on-board footage at Rossi's Ranch.

**American Flat Track, Press Release Feb 17, 2017**

**Subject:** Motul named Official Oil of American Flat Track in multi-year agreement  
Coolbeth and Mees lead photo.



**American Flat Track, Press Release Feb 20, 2017**

**Subject:** Spanish Flat Trackers to go head-to-head with stars of American Flat Track  
at DAYTONA TT

Interview with Jared Mees, Brad Baker (new to TCX)  
No photo of Jared in TCX.

**Bell Helmets, Press Release Feb 21, 2017**

**Subject:** Bell Helmets Race Report  
Brad Binder and Jared Mees Instagram callouts.





**Cycle World**, Press Release Feb 3, 2017

**Subject:** Top Ten Bikes We're Dying to Ride in 2017, Honda CBR1000RR/SP First Ride + Harley vs. Indian Flat Track Rivalry

**AMERICAN FLAT TRACK: HARLEY-DAVIDSON'S FACTORY THREE TALK RIVALRY**

On the heels of the Harley-Davidson Factory Flat Track Team announcement, we ask (TCX Boots USA rider) Kenny Coolbeth Jr., Jake Johnson, and Brandon Robinson their thoughts on going up against Indian's Wrecking Crew.



**AMERICAN FLAT TRACK: HARLEY-DAVIDSON'S FACTORY THREE TALK RIVALRY**

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**MNNTBI KLX140 AND WA**

MNNTHBX be cheap a for casual i supercross of this mini

[READ MORE](#)



LINK:

<http://www.cycleworld.com/american-flat-track-racing-harley-davidson-factory-three-talk-rivalry?cmpid=enews020217&spPodID=030&spMailingID=27729385&spUserID=NzM4NjM3NTA2MzIS1&spJobID=980353638&spReportId=OTgwMzUzNjM4S0>

Additional links:

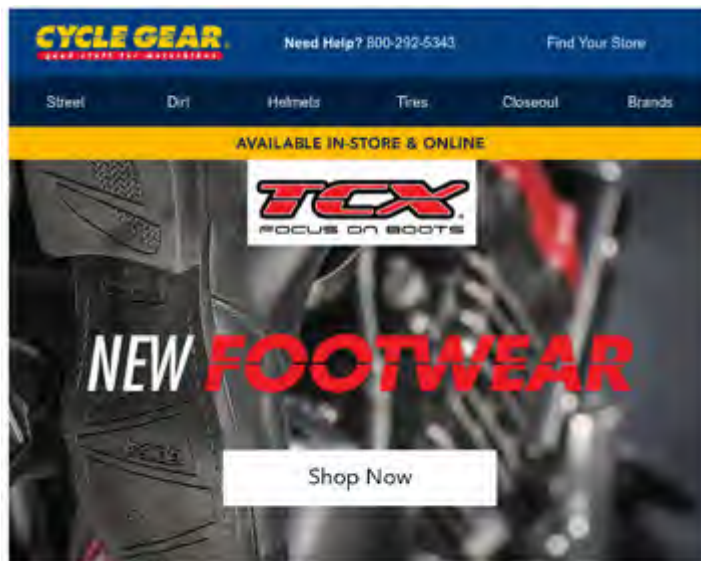
<http://www.cycleworld.com/american-flat-track-racing-harley-davidson-factory-three-talk-2017>

<http://www.cycleworld.com/american-flat-track-racing-harley-davidson-factory-three-talk-teammates>

Cycle Gear, Press Release Feb 16, 2017

**Subject:** Don't Miss These Must-Have New Styles from TCX

Note: Entire ePR is all/only TCX. Mutiple styles shown.

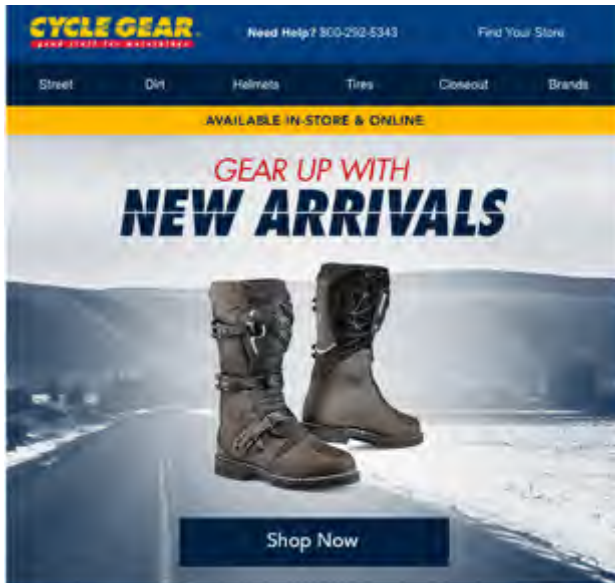


Cycle Gear, Press Release Feb 20, 2017

**Subject:**

Make Room in Your Closet - New Arrivals Are In!

Drifter featured in the animation.



TCX Drifter WP Boots

\$299.99

[Buy Now](#)

**Husqvarna Motorcycles GmbH**, Press Release Feb 8, 2017

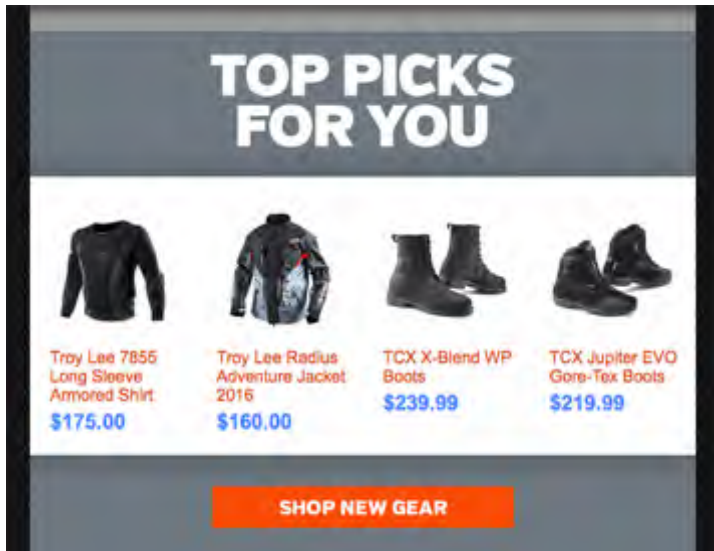
**Subject:** THE HUSQVARNA MOTORCYCLE'S "701 SUPERMOTO RIDE OUT" MOVES UP A GEAR IN 2017

Boots: COMP EVO Michelin - White







**Revzilla**, Press Release Feb 1, 2017

**Subject:** The Bar Has Just Been Raised - Bell Helmets 2017



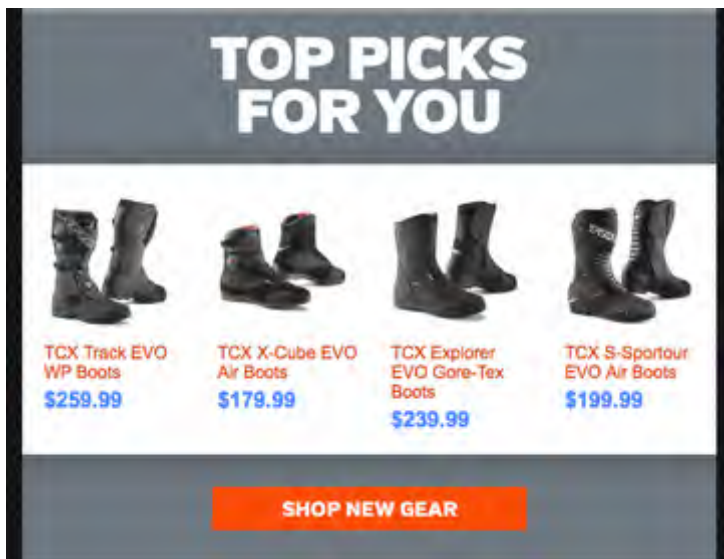
**TOP PICKS FOR YOU**

 Troy Lee 7855 Long Sleeve Armored Shirt \$175.00	 Troy Lee Radius Adventure Jacket 2016 \$160.00	 TCX X-Blend WP Boots \$239.99	 TCX Jupiter EVO Gore-Tex Boots \$219.99
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[SHOP NEW GEAR](#)

**Revzilla**, Press Release Feb 2, 2017

**Subject:** Subject: All New Gear from Spidi and Oxford + February Giveaway



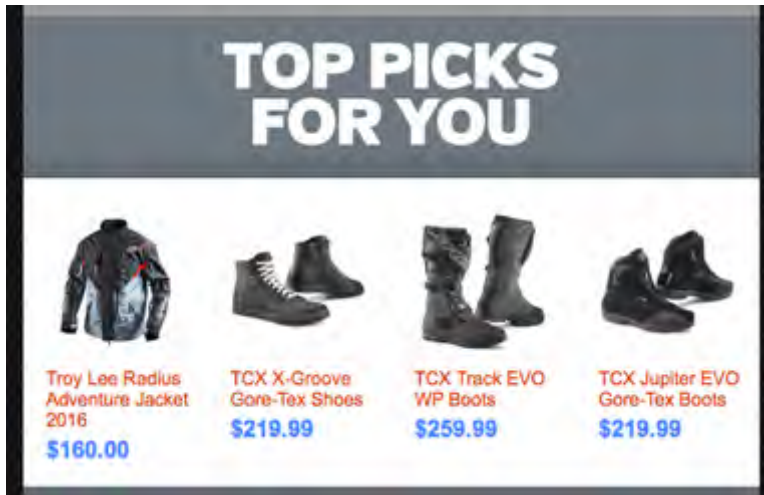
**TOP PICKS FOR YOU**

 TCX Track EVO WP Boots \$259.99	 TCX X-Cube EVO Air Boots \$179.99	 TCX Explorer EVO Gore-Tex Boots \$239.99	 TCX S-Sportour EVO Air Boots \$199.99
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[SHOP NEW GEAR](#)

**Revzilla**, Press Release Feb 5, 2017

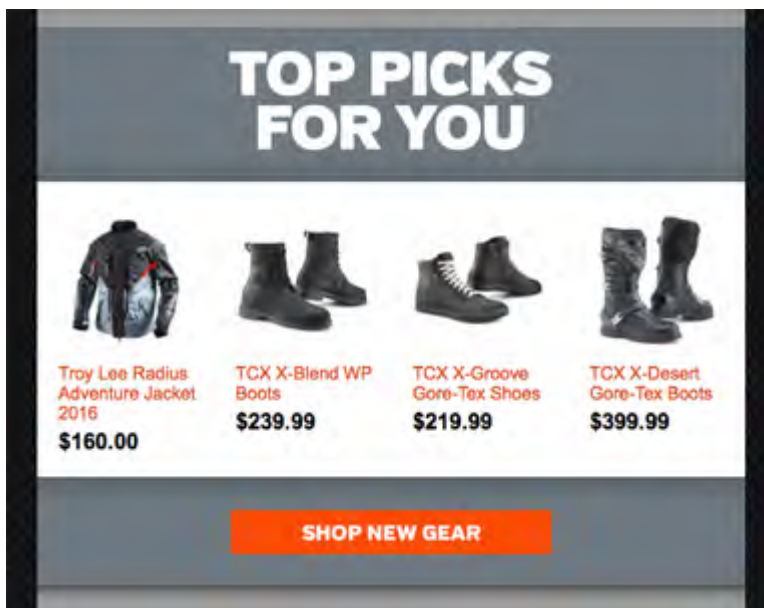
**Subject:** Last Chance For AGV Sport Closeouts - Buy or Cry!







**TOP PICKS FOR YOU**

 Troy Lee Radius Adventure Jacket 2016 <b>\$160.00</b>	 TCX X-Groove Gore-Tex Shoes <b>\$219.99</b>	 TCX Track EVO WP Boots <b>\$259.99</b>	 TCX Jupiter EVO Gore-Tex Boots <b>\$219.99</b>
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**Revzilla**, Press Release Feb 6, 2017  
**Subject:** February Deals, You The Real MVP





**TOP PICKS FOR YOU**

 Troy Lee Radius Adventure Jacket 2016 <b>\$160.00</b>	 TCX X-Blend WP Boots <b>\$239.99</b>	 TCX X-Groove Gore-Tex Shoes <b>\$219.99</b>	 TCX X-Desert Gore-Tex Boots <b>\$399.99</b>
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**SHOP NEW GEAR**

**Revzilla**, Press Release Feb 12, 2017  
**Subject:** Get Premium Performance with Akrapovic - New Fitments Available!





**TOP PICKS FOR YOU**

			
Troy Lee 7855 Long Sleeve Armored Shirt <b>\$175.00</b>	TCX Airtech EVO Gore-Tex Boots <b>\$289.99</b>	TCX X-Cube EVO Air Boots <b>\$179.99</b>	TCX Jupiter EVO Gore-Tex Boots <b>\$219.99</b>

Revzilla, Press Release Feb 13, 2017

**Subject:** New Hotness From Yoshimura Exhaust & REV'IT!





**TOP PICKS FOR YOU**

			
TCX Airtech EVO Gore-Tex Boots <b>\$289.99</b>	TCX X-Groove Gore-Tex Shoes <b>\$219.99</b>	TCX X-Cube EVO WP Boots <b>\$179.99</b>	SID! Fusion Boots <b>\$195.00</b>

Revzilla, Press Release Feb 14, 2017

**Subject:** Reunited and It Feels So Good - REV'IT! Wind Jacket & Canyon Gloves

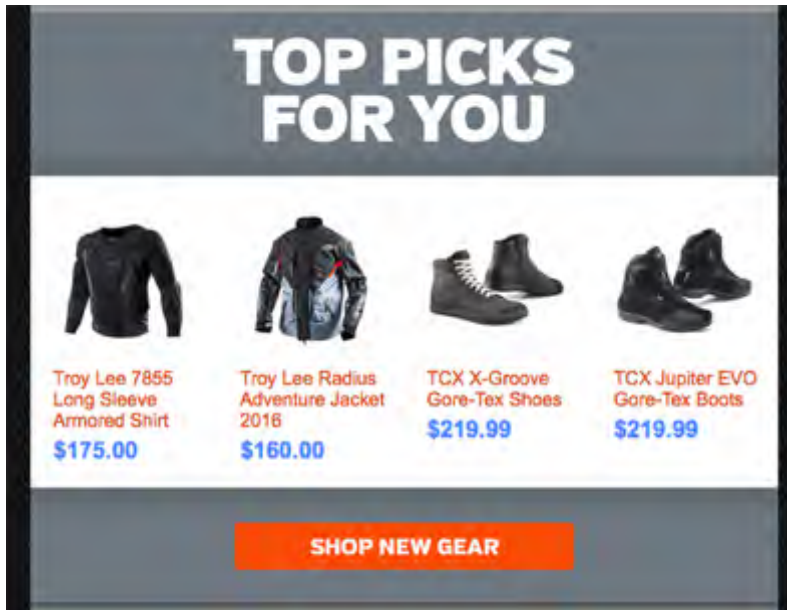
**TOP PICKS FOR YOU**

			
Troy Lee 7855 Long Sleeve Armored Shirt <b>\$175.00</b>	TCX Jupiter EVO Gore-Tex Boots <b>\$219.99</b>	TCX Infinity EVO Gore-Tex Boots <b>\$399.99</b>	TCX R-S2 EVO Boots <b>\$429.99</b>





**SHOP NEW GEAR**

**Revzilla**, Press Release Feb 16, 2017

**Subject:** Get 25% Off Select AGV Helmets



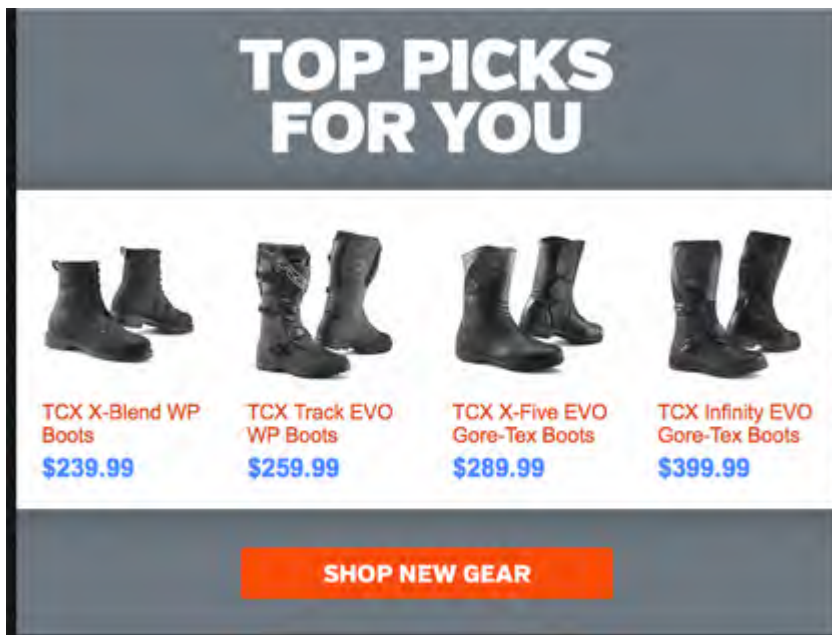
**TOP PICKS FOR YOU**

 Troy Lee 7855 Long Sleeve Armored Shirt <b>\$175.00</b>	 Troy Lee Radius Adventure Jacket 2016 <b>\$160.00</b>	 TCX X-Groove Gore-Tex Shoes <b>\$219.99</b>	 TCX Jupiter EVO Gore-Tex Boots <b>\$219.99</b>
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**Revzilla**, Press Release Feb 19, 2017

**Subject:** Have You Heard? Find Out Which Bluetooth Comms Made the Cut for Best of 2017



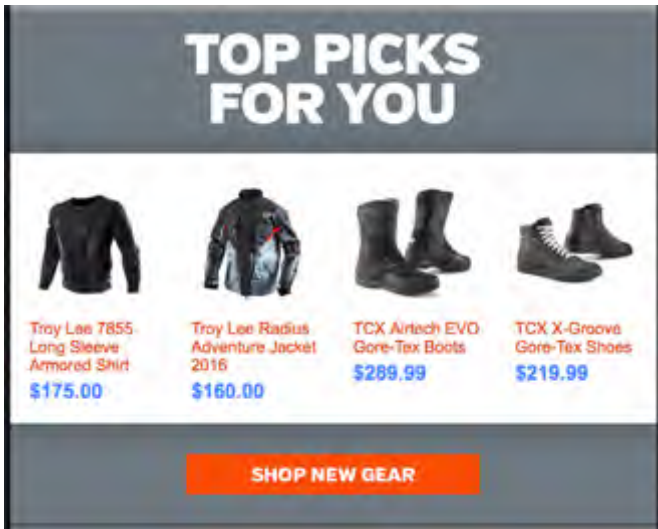
**TOP PICKS FOR YOU**

 TCX X-Blend WP Boots <b>\$239.99</b>	 TCX Track EVO WP Boots <b>\$259.99</b>	 TCX X-Five EVO Gore-Tex Boots <b>\$289.99</b>	 TCX Infinity EVO Gore-Tex Boots <b>\$399.99</b>
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**SHOP NEW GEAR**

**Revzilla**, Press Release Feb 20, 2017

**Subject:** Our Picks For The Best Helmets of 2017



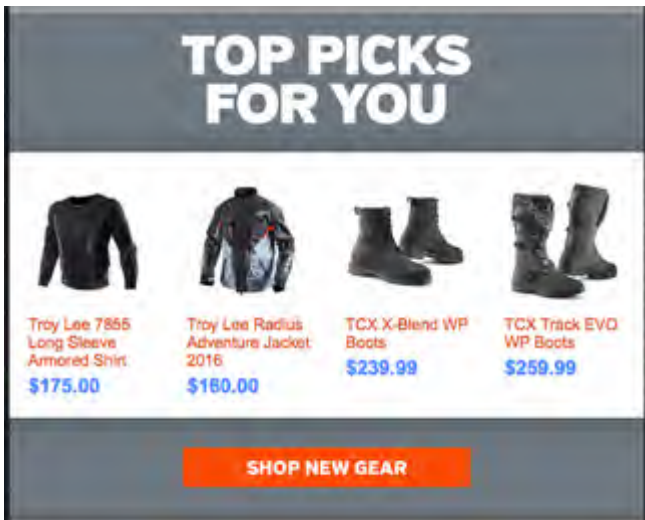
**TOP PICKS FOR YOU**

 Troy Lee 7855 Long Sleeve Armored Shirt \$175.00	 Troy Lee Radius Adventure Jacket 2016 \$160.00	 TCX Airtech EVO Gore-Tex Boots \$289.99	 TCX X-Grooves Gore-Tex Shoes \$219.99
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**SHOP NEW GEAR**

Revzilla, Press Release Feb 21, 2017

**Subject:** Level Up With New Gear From Alpinestars & REV'IT! ↵



**TOP PICKS FOR YOU**





 Troy Lee 7855 Long Sleeve Armored Shirt \$175.00	 Troy Lee Radius Adventure Jacket 2016 \$180.00	 TCX X-Blend WP Boots \$239.99	 TCX Track EVO WP Boots \$259.99
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**SHOP NEW GEAR**

Revzilla, Press Release Feb 23, 2017

**Subject:** Our Picks for the Best Leather Jackets of 2017

**TOP PICKS FOR YOU**





			
<b>Troy Lee 7855 Long Sleeve Armored Shirt \$175.00</b>	<b>Troy Lee Radius Adventure Jacket 2016 \$160.00</b>	<b>TCX X-Blend WP Boots \$239.99</b>	<b>TCX Airtech EVO Gore-Tex Boots \$289.99</b>

**SHOP NEW GEAR**

Revzilla, Press Release Feb 27, 2017

**Subject:** Just Arrived: New Gear From Cortech & Tourmaster

**TOP PICKS FOR YOU**

			
<b>Troy Lee Radius Adventure Jacket 2016 \$160.00</b>	<b>TCX Airtech EVO Gore-Tex Boots \$289.99</b>	<b>TCX X-Groove Gore-Tex Shoes \$219.99</b>	<b>TCX Jupiter EVO Gore-Tex Boots \$219.99</b>

**SHOP NEW GEAR**

RCH Racing, Press Release Feb 3, 2017

**Subject:** RCH/Yoshimura/Suzuki Factory Racing Back to Full Strength  
NO PHOTO



**RCH Racing**, Press Release Feb 6, 2017

**Subject:** Tough Outing for RCH/Yoshimura/Suzuki Factory Racing in Oakland  
Race recap and photos of Broc Tickle (White COMP EVO Michelins)



**RCH Racing**, Press Release Feb 10, 2017

**Subject:** Big Weekend Ahead for RCH in Texas  
Pre-race info with Broc Tickle. NO PHOTOS

**RCH Racing**, Press Release Feb 13, 2017

**Subject:** Pair of Top 10s for RCH/Yoshimura/Suzuki Factory Racing  
Race wrap-up and interview with Broc Tickle  
Boot: Comp Evo Michelin Black



**RCH Racing**, Press Release Feb 17, 2017

**Subject:** RCH Rides Momentum into Minneapolis  
Race pre-view with Broc Tickle interview  
NOTE: NO PICS

**RCH Racing**, Press Release Feb 20, 2017

**Subject:** Mixed Bag for RCH in Minneapolis  
Race wrap-up and interview with Broc Tickle  
Boot: COMP EVO Michelin, Black



**RCH Racing**, Press Release Feb 24, 2017

**Subject:** RCH Ready to Rise Up for Motofest  
No pics. Just interview with Broc.

**RCH Racing**, Press Release Feb 27, 2017

**Subject:** Subject: Despite End Result, RCH Upbeat About Atlanta  
Race wrap-up and interview with Tickle  
Boots: COMP EVO Michelin  
Note: Tickle is still 10th in OVERALL points



**Ultimate Motorcycling**, Press Release Feb 16, 2017

**Subject:** Suzuki GSX-R1000R at Phillip Island and more

Article: 2017 Triumph Street Triple RS First Ride Review

Boots: R-S2 EVO Black

<https://ultimatemotorcycling.com/2017/02/15/2017-triumph-street-triple-rs-first-ride-test-14-fast-facts/>



## Social Media

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### Facebook Fan Page “TCX Boots USA”

Total Likes - 10,843

Total Reach - 5.4K (up 25%)

Post Engagement - 947 (Up 60%)

Largest Audience - Male 18-24 (49%)

Audience Engaged (like, click, comment or share posts) - Male 25-34

Best Post - 02.07.17 "Check out the #newfor2017 ..."

- Reach 3.3K

Best Engagement - 02.22.17 "TCX Boots USA spend the day ..."

- Engagement 167 / 47 Reactions, Comments, and Shares

### Twitter “TCXBootsUSA”

Followers - 278

1.3K impressions

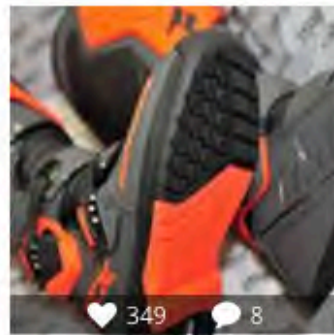
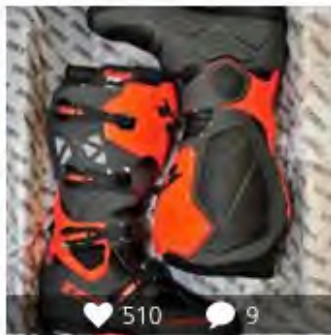
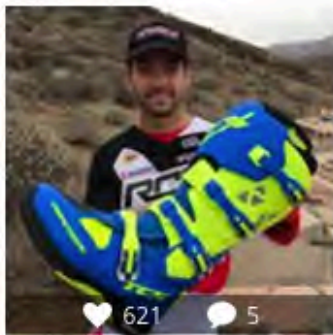
### Instagram @tcxbootsusa

Total Followers - 4,120 thru Feb. 28, 2016

Average 201 likes per post

Most Engagement: COMP EVO Series pics.

#### Most Engagement



#### Least Engagement

