

TCX Boots Monthly Focus – January 2017

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

Web Advertising

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

Print/Online Advertising

- CycleNews Issue 1, 3
- Motocross Action April
- PSB Issue 2 (2017)
- RacerX - April issue
- Transworld March

Print and Online Publications

Cycle News Issue 1, Jan. 10, 2017

IN THE WIND, Page 32

HAAKER ON TOP IN GERMAN SUPERENDURO

Race wrap-up and photos of Alfredo Gomez (position #2)

...said. "I changed a few of the lines I was using during the finale and I really think that helped me. It allowed me to stay ahead of Jonny because he was really

...but I feel like I rode and raced better than I did in Poland." Behind the leading trio the battle for the remainder of the top five was between Sherco's Mar

...mas and that, I took a bit of a much-needed break to recoup. "Seventh is not good enough for me. But with about six weeks until round three I have some time to get race sharp again. I hate having a night like that so I'm going to bust my ass now to turn things around. I'll come out swinging again in Spain, that's for sure."

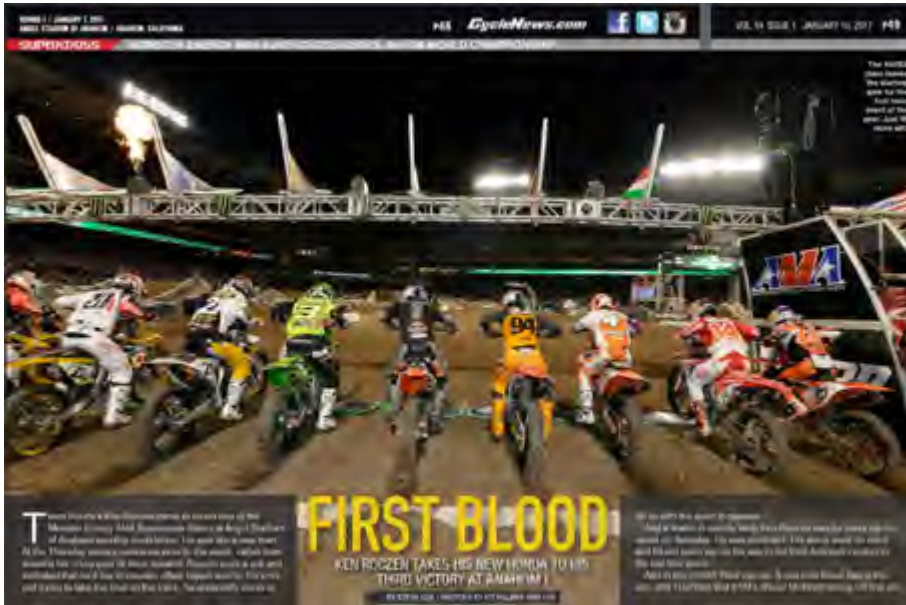
With a break in the schedule, SuperEnduro resumes with the final two rounds of the series on back-to-back weekends in March, starting with the GP of Spain on March 18. **CM**

1. Colin Haaker (Hus)
2. Alfredo Gomez (KTM)
3. Jonny Walker (KTM)
4. Mario Román (Skr)
5. Pascal Rauchenberger (Hus)

RESULTS



SUPERCROSS A1 wrap-up, Page 49
Broc Tickle featured in lead image.



TCX Boots USA Ad, Page 105

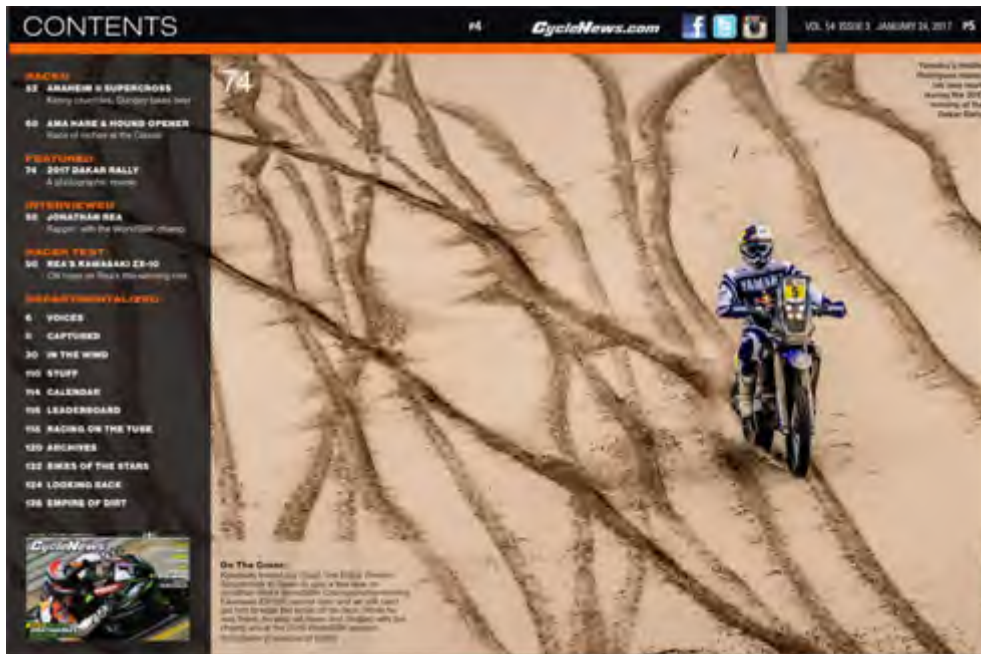


Cycle News Issue 3, Jan. 24, 2017

TOC, Page 4-5

Helder Rodrigues makes his own...

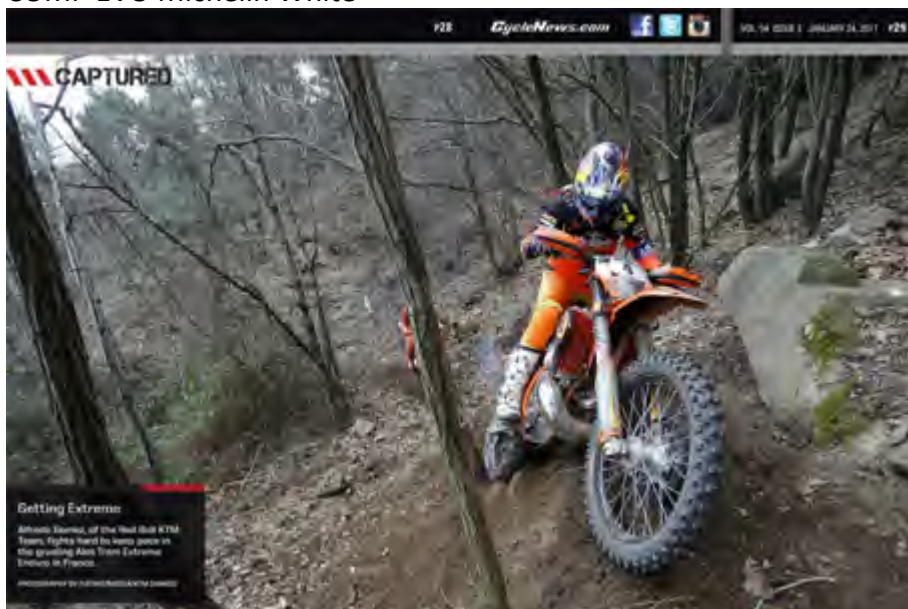
COMP EVO Michelin White



CAPTURED: Getting Extreme, Page 24-25

Alfredo Gomez

COMP EVO Michelin White



IN THE WIND. P 42-43
MEES WINS TROY BAYLISS CLASSIC



MEES WINS TROY BAYLISS CLASSIC

Four-time AMA Grand National Champion Arvid Mees crossed more history when he won the prestigious Troy Bayliss Classic (TBC) Cup at Oat Bar Raceway, Australia, January 21. It was Mees' second win at the event, held in Bayliss' hometown of Oat Bar in New South Wales mid-north coast.

The TBC is a unique event on the Australian dirt track riding calendar as the main events are the Troy Bayliss Legends and All Stars Supercross, which top of 30 riders personally invited by the three-time world Supercross Champion to battle it out for 12 classes in the field.

The special event has become

a staple on the Australian racing calendar as Mees, along with fellow Americans Sammy Hahn and Henry Wills, made their fourth trek Down Under for the event.

This dirt track track is short and snaky with a special lap time into the 20-second bracket, but there was an added challenge for the Americans as dirt track racing in Australia requires the use of a front brake.

Besides the event for 450cc club racers and older two-stroke racers, there were also classes for women and junior racers. There are a number of different aspects to the event as the riders of the Legends

and All Stars events do not score points—rather, it is the fastest lap times that decide winners. The one-lap Supercross event is to decide the five 12 (9).

Another feature of the day is the American event, where the three riders compete in an 11-lap, three-lap knock-out competition to decide the class podium. Current Australian Supercross Champion Troy Hill took the American win with Mees and Sammy Hahn in the main event. Sophie started from the safety pits

TCX Boots USA Ad
#tcxoutofthebox



Cycle News Issue 4, Jan. 31, 2017

IN THE WIND: IT'S OFFICIAL: HARLEY NAMES FLAT TRACK TEAM, Pages 26-27

Kenny Coolbeth Jr., Jake Johnson and Brandon Robinson will make up Harley- Davidson's factory-backed AFT racing team.

NOTE: Coolbeth wears Comp Evo Michelin, X-Helium, Trials 2, and R-S2 EVO throughout the season



IT'S OFFICIAL: HARLEY NAMES FLAT TRACK TEAM

The Harley-Davidson Factory Flat Track Racing Team will unleash a three-rider squad in 2017. Former AMA Pro Grand National Champions Kenny Coolbeth Jr. and Jake Johnson, and young flat track star Brandon Robinson will race in the legendary Factory Team leathers on the new water-cooled XG750R.

The team was announced during a live interview with Cool-

beth, Johnson and Robinson during the ABC network coverage of ESPN's X Games Aspen.

The three will compete aboard the Harley-Davidson XG750R competition model in the American Flat Track (AFT) series and the Harley-Davidson Flat Track Racing event at ESPN's X Games Minneapolis.

"This edition of the Harley Factory Team will bring unmatched savvy and experience

to the track," said Harley-Davidson Vice President and Managing Director U.S. Mike Kennedy.

"With a combined 59 Grand National wins and five AMA Pro Grand National championships, this lineup of riders knows what it takes to do battle with the lead pack and will be a force aboard our new Harley-Davidson XG750R Factory Racing bikes."

The Harley Factory Team will field a fleet of Harley XG750R

Dirt Bike Magazine, February 2017

2017 450 MX Shoot Out, Page 41 – 51
Boot: Comp EVO Michelin White (2016 Model)



Youtube LINK: 2017 450 MX Shoot Out -Dirt Bike Magazine
<https://youtu.be/PeStgWQfMYQ>



The Caselli Cup - Page 72

Dalton Shirey (Zip Ty Racing) featured.



THE CASELLI CUP

#17 ERIC YORBA

Big Six Pro champion

In the past, Mexican racers have had limited success in the U.S. San Ramon broke through that barrier first, and now his good friend Eric Yorba has followed suit. Eric started that year with terrible luck, but turned it around to claim the AMA District 38 Big 6 GP series and in WORCS. Eric also had a great role in the ISDE, finishing as Mexico's top rider.



#20 BLAYNE THOMPSON

Big 6 #2, WORCS #6

At the beginning of 2016, Blayne Thompson was the hottest rider on the West Coast. He had just gotten a new Fastlane YZ450F, and it seemed to suit him perfectly. As the year continued, he suffered some key DNF's that took him out of contention for both the WORCS and the Big 6 championships. For 2017 he will be on a new Honda CRF 450RX, and time will tell if that's the key to a number-one place.

TZ www.ziptyracing.com



#18 MIKE BROWN

ENDUROCROSS #4

Mike Brown is an icon in the entire motorcycle world, not just in off-road riding. In 2016, he didn't ride as much as we would have thought he was going to do there, and that worried him a good bit in the month-end. He might be on the brink of retirement, but we hope not.



#19 DALTON SHIREY

WORCS #2, Big 6 #6

Dalton has some a long way in a short time under the wing of off-road legend Ty Davis. After winning the WORCS Pro 2 class, he stepped up in the big show and was rewarded with three overall wins in 2016. He was, in fact, the winningest rider on the WORCS tour in 2016, and he will only get better.



#21 CHRIS BACH

DNCC #11

Chris Bach came out of the gate hard and fast in 2016, which was exactly how he finished the previous year. Unfortunately, injury took him out of half the DNCC season. In the races he attended, though, he showed he still has the speed to be a title contender, and he will be back in 2017 riding, but not necessarily the JCR Honda team.

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

Online Articles and Press Releases

Revzilla "Common Thread"

SURVIVING L.A. TO BARSTOW TO VEGAS ON A URAL
Boot: X-Helium



<https://www.revzilla.com/common-tread/surviving-la-to-barstow-to-vegas-on-a-ural>

Also multiple pics on instagram:

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

Riders Domain, Jan 23, 2017

Adam Waheed rides the Ducati Desert Slad

Boots: Drifter WP / Call out of the boots on the site.

LINKS: <http://www.ridersdomain.com/magazine/motorcycles/first-test/2017-ducati-scrambler-desert-sled-first-test-ride/>



Web Bike World, Jan, 2017

TCX X-Blend Boots Review

<http://www.webbikeworld.com/motorcycle-boots/tcx-x-blend-boots-review/>

"After owning these boots for several months, I do feel confident that I got what I paid for and I expect these are going to last for a while."



American Flat Track, Press Release Jan 28, 2017

Subject: Harley-Davidson Factory Team primed for Flat Track battle
Team announcement of Kenny Coolbeth, Jr.



Bell Helmets, Press Release Jan 24, 2017

Subject: Bell Helmets Race Report
Jared Mees featured.



BTOSports Press Release, Jan 4, 2017

Subject: Shop the New Geico Honda Collection From 100%.



LINKS:

Racer X Films: 2017 Supercross Prep with Broc Tickle
<https://www.btosports.com/moto-news/2017-supercross-prep-broc-tickle/>
<https://www.youtube.com/watch?v=Q2sUjIw51Wc>

RCH/Yoshimura/Suzuki 2017 Testing and Photo Shoot
https://www.youtube.com/watch?v=x4GDZOk_xmU

2017 RCH Yoshimura Suzuki Factory Racing Team intro
<https://www.youtube.com/watch?v=hnV6D-4rOmo&t=25s>

RCH Racing, Press Release Jan 6, 2017

Subject: New Look, New Season for RCH/Yoshimura/Suzuki Factory Racing Team Announcement including Broc Tickle



RCH Racing, Press Release Jan 13, 2017

Subject: RCH/Yoshimura/Suzuki Factory Racing in a Good Place
Race review, interview with Tickle.

NOTE: NO pics.

RCH Racing, Press Release Jan 16, 2017

Subject: Progress Key for RCH/Yoshimura/Suzuki Factory Racing in San Diego
Race wrap-up with Broc Tickle (13 place, 15 overall).



RCH Racing, Press Release Jan 20, 2017

Subject: RCH/Yoshimura/Suzuki Factory Racing Embracing the Process as Series Returns to Anaheim
Tickle info. No pics.

RCH Racing, Press Release Jan 23, 2017

Subject: Tale of Two Races for RCH/Yoshimura/Suzuki Factory Racing at Anaheim
Race wrap-up and interview with Broc Tickle



RCH Racing, Press Release Jan 26, 2017

Subject: RCH Goes Solo at Round 4

TICKLE GOES SOLO FOR RCH/YOSHIMURA/SUZUKI FACTORY RACING IN PHOENIX

Race preview. No photos.

RCH Racing, Press Release Jan 30, 2017

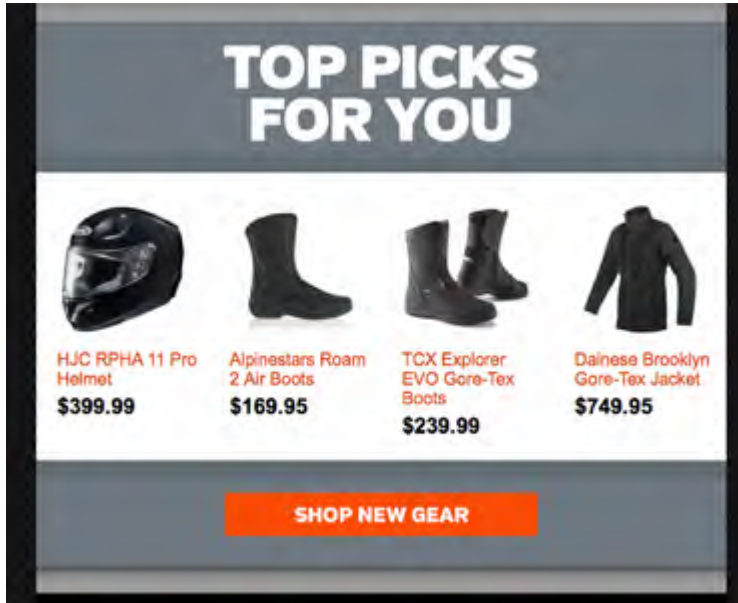
Subject: Tickle Turns in Tough 13th-Place Finish in Phoenix

Race wrap-up and interview with Broc Tickle







Revzilla, Press Release Jan 2, 2017

Subject: Ring In The New Year With January Deals



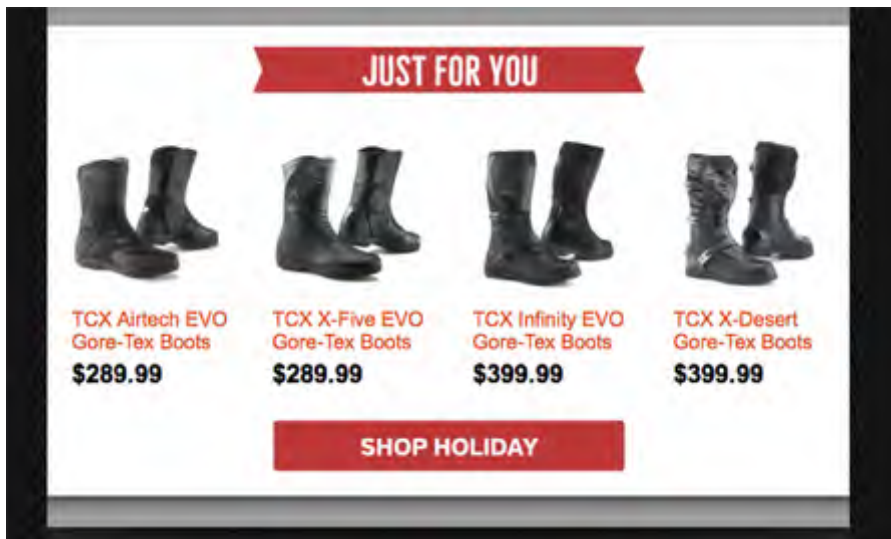
TOP PICKS FOR YOU

 HJC RPHA 11 Pro Helmet \$399.99	 Alpinestars Roam 2 Air Boots \$169.95	 TCX Explorer EVO Gore-Tex Boots \$239.99	 Dainese Brooklyn Gore-Tex Jacket \$749.95
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SHOP NEW GEAR

Revzilla, Press Release Jan 6, 2017

Subject: Anaheim 1 Gear from Fox Racing & Troy Lee



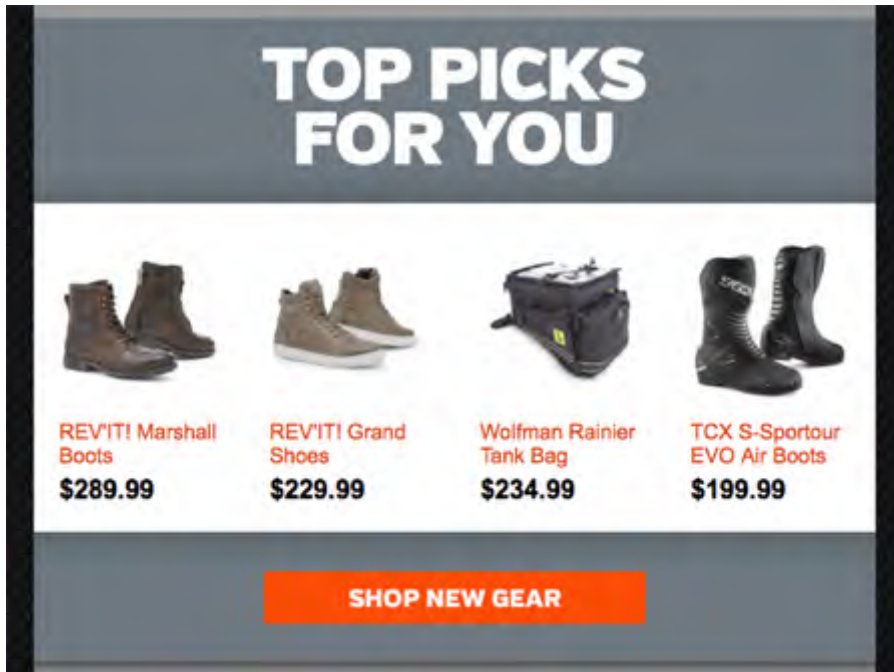
JUST FOR YOU

 TCX Airtech EVO Gore-Tex Boots \$289.99	 TCX X-Five EVO Gore-Tex Boots \$289.99	 TCX Infinity EVO Gore-Tex Boots \$399.99	 TCX X-Desert Gore-Tex Boots \$399.99
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SHOP HOLIDAY

Revzilla, Press Release Jan 8, 2017

Subject: Now On Sale: AGV Helmet Closeouts



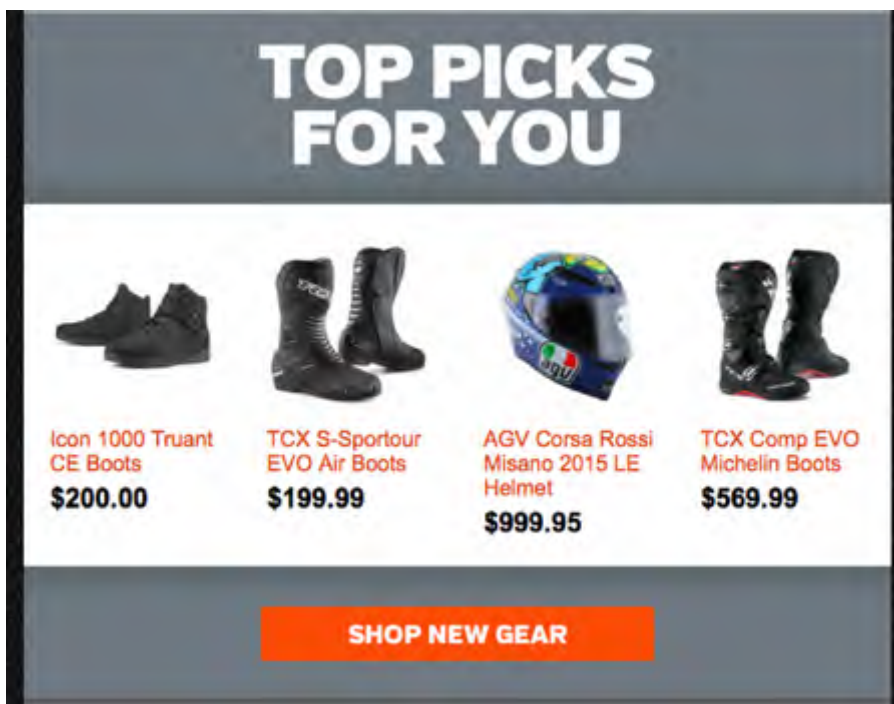
TOP PICKS FOR YOU

 REVIT! Marshall Boots \$289.99	 REVIT! Grand Shoes \$229.99	 Wolfman Rainier Tank Bag \$234.99	 TCX S-Sportour EVO Air Boots \$199.99
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SHOP NEW GEAR

Revzilla, Press Release Jan 9, 2017

Subject: The Latest From Spidi - In Stock And Shipping!

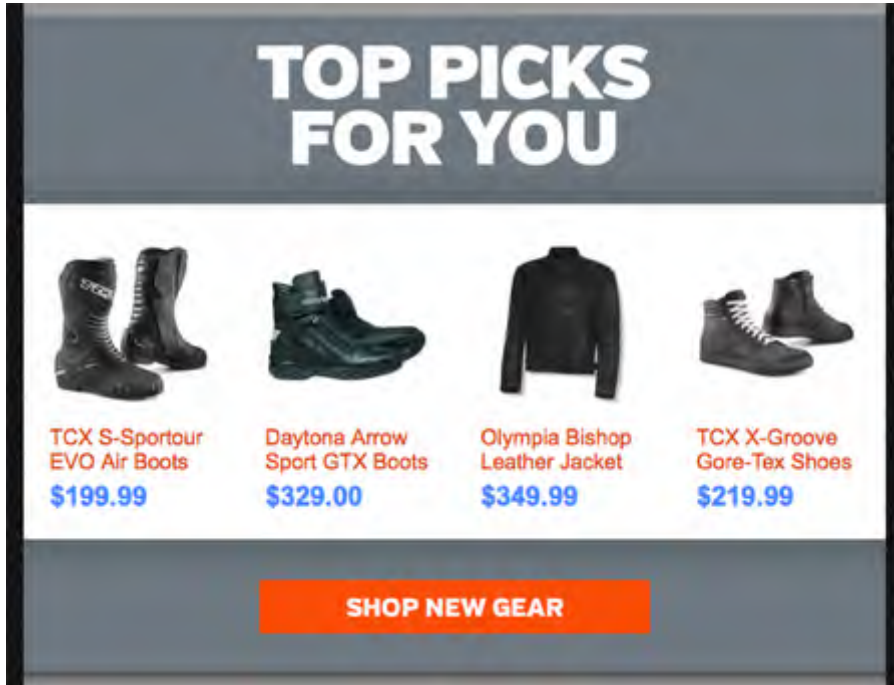


TOP PICKS FOR YOU





 Icon 1000 Truant CE Boots \$200.00	 TCX S-Sportour EVO Air Boots \$199.99	 AGV Corsa Rossi Misano 2015 LE Helmet \$999.95	 TCX Comp EVO Michelin Boots \$569.99
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SHOP NEW GEAR

Revzilla, Press Release Jan 12, 2017
Subject: Dainese 2017 Comes Out Swinging

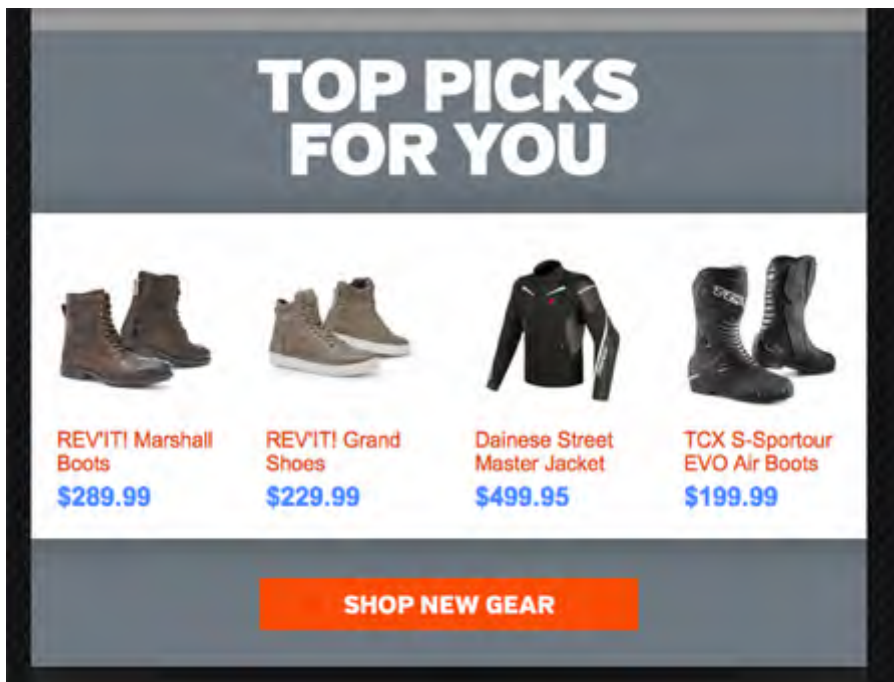


TOP PICKS FOR YOU





			
TCX S-Sportour EVO Air Boots \$199.99	Daytona Arrow Sport GTX Boots \$329.00	Olympia Bishop Leather Jacket \$349.99	TCX X-Groove Gore-Tex Shoes \$219.99

SHOP NEW GEAR

Revzilla, Press Release Jan 15, 2017
Subject: The Gold Standard in ADV Boots - Now 27% Off



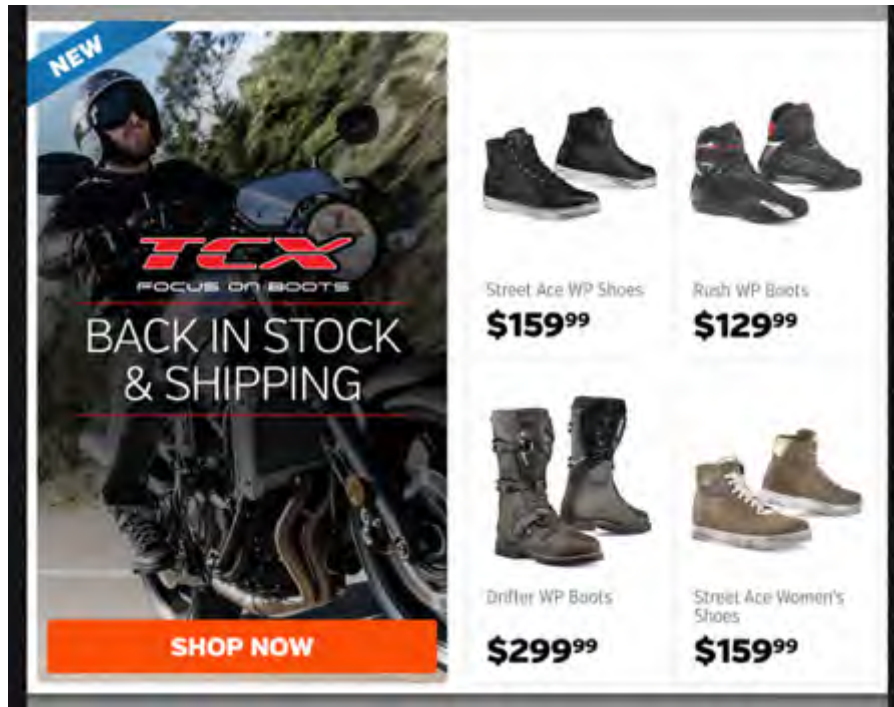
TOP PICKS FOR YOU

			
REVITI Marshall Boots \$289.99	REVITI Grand Shoes \$229.99	Dainese Street Master Jacket \$499.95	TCX S-Sportour EVO Air Boots \$199.99

SHOP NEW GEAR

Revzilla, Press Release Jan 22, 2017

Subject: All Weather Comfort - New Arrivals from Rukka



The banner features a motorcycle rider on the left and four boot styles on the right. A 'NEW' tag is in the top left. The text 'BACK IN STOCK & SHIPPING' is centered over the rider image. An orange 'SHOP NOW' button is at the bottom left of the banner.

Product Name	Price
Street Ace WP Shoes	\$159 ⁹⁹
Rush WP Boots	\$129 ⁹⁹
Drifter WP Boots	\$299 ⁹⁹
Street Ace Women's Shoes	\$159 ⁹⁹

Social Media

Facebook Fan Page "TCX Boots USA"

Total Likes – 10,824

Total Reach – 4.3K

Post Engagement – 588

Largest Audience – Male 18-24 (49%)

Audience Engaged (like, click, comment or shred posts) – Male 18-24

Best Post – 01.06.17 "Broc Tickle is ready ..."

- Reach 3K

Twitter "TCXBootsUSA"

Followers – 269

2.2k impressions

Top Tweet



TCX BOOTS USA @TCXBootsUSA · Jan 14

If your excited for round 2 at @MonsterEnergy @SupercrossLIVE @PetcoPark in #sandiego raise your hand! 🙋 #focusonboots pic.twitter.com/HWKGgmJFSe

[View Tweet activity](#)

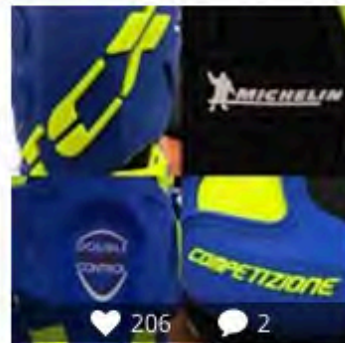
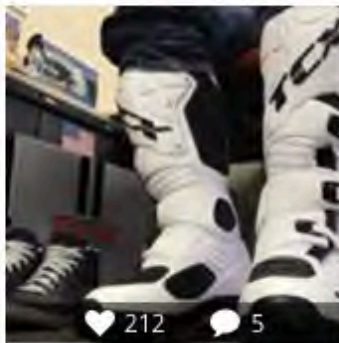
Instagram @tcxbootsusa

Total Followers – 3,829 thru Jan 1, 2016

Average 137 likes per post

Most Engagement: COMP EVO Series pics.

Most Engagement



Least Engagement

