

TCX Boots Monthly Focus – July 2017

ridetcxboot.com

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

- US Dealer Finder, 2017 Collection, Technology, US Riders, Become a Dealer, Contact Us.

TCX Current Advertising

Web Advertising

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

Print/Online Advertising

- CycleNews Issue 27
- Dirt Bike – Sept.
- Motocross Action Sept.
- RacerX – DMC Program - Motocross
- Wing World Sept.

Print and Online Publications

Cycle News Issue 29, July 25, 2017

CycleNews Issue 30, July 31, 2017

COVER - Jared Mees Cover mention



INDIAN Motorcycles Win Ad - Pages 14-15



CAPTURED: Battle for the podium, Pages 16-17; Baker and Mees



S&S Performance, Page 22-23



American Flat Track, Pages 66-74

Twins: Mees 1, Halbert 2, Baker 3, Bauman 5, Robinson 9, Well 10

Singles: Carlile 3



Cycle News Issue 29, July 25, 2017

CAPTURED, Page 8-9

Josep Garcia / Grey Orange COMP EVO Michelin



IN THE WIND, Page 44

Nathan Watson, Grey Orange COMP EVO Michelin



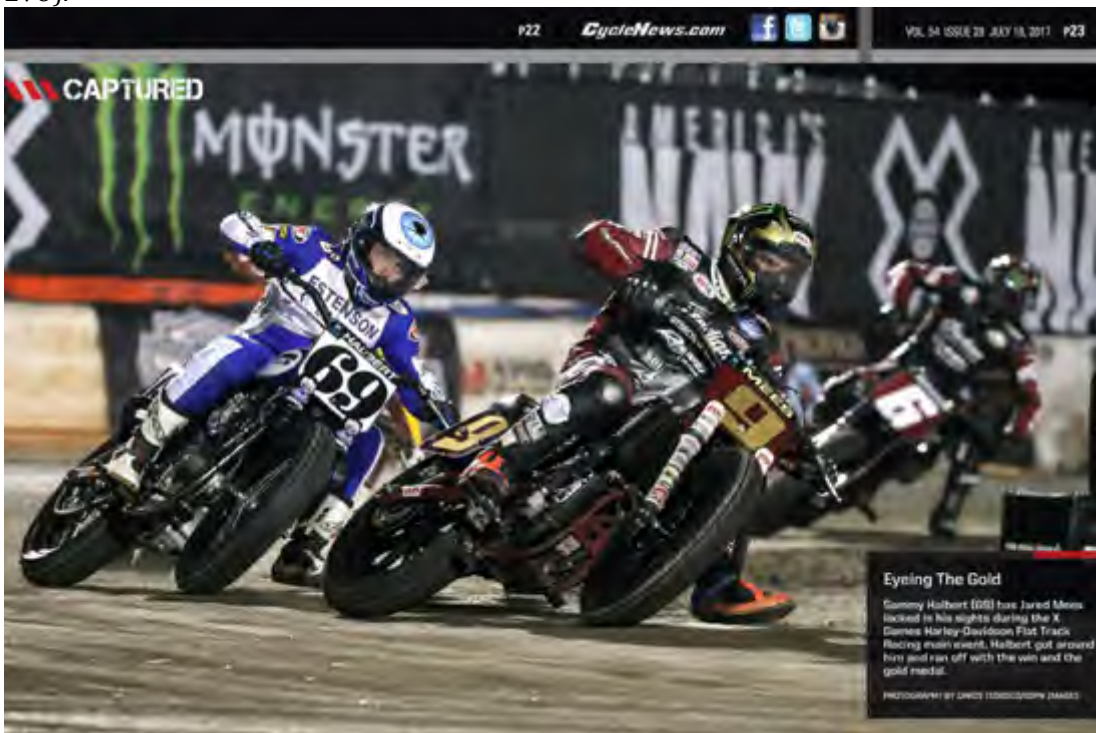
Cycle News Issue 28, July 18, 2017

#teamTCX American Flat Track's Sammy Halbert Cover Mention from X Games



CAPTURED: Page 22 - 23

#teamTCX Sammy Halbert (Terrain II) and Jared Mees (RT-RACE) + Brad Baker (background / R-S2 EVO).



FLAT TRACK: X Games Harley-Davidson Flat Track, Pages 42 - 50
Halbert Gold, Mees Silver, Baker Bronze
Race wrap-up and interviews.



TCX Boots USA Wn Ad, Page 49

An advertisement for TCX boots. The top half features a photograph of a motorcycle racer in a blue and white suit with the number 69, leaning into a turn on a dirt track. The text "ridecxbots.com" is in the top right corner. Below the photo, the headline reads "HALBERT LEADS X GAMES TCX TEAM TO VICTORY". Underneath that, it says "Slammin' Sammy takes X Games Gold medal. Mees and Baker complete all TCX podium." The TCX logo is prominently displayed in the bottom left. In the bottom right, there is a pair of black and yellow TCX boots. Text next to the boots says "WIN SAMMY'S X-HELIUM BOOTS". Below that, a small paragraph reads: "Slammin' Sammy is keeping his lucky X Games boots but someone will win these 1000 autographed TCX X-Helium boots." At the bottom, it says "TO ENTER: 'Like' TCX Boots USA on Facebook, Instagram & Twitter and tell us why you should win. It's that simple. Winner selected 7/1/17 by random drawing."

Cycle News Issue 27, July 10 2017

COVER: Jared Mees Winner



Indian Motorcycle Spread Ad featuring Jared and the RT-Race Boots, Pages 34-35



IN THE WIND Page 37
Tickle done for the season.



S&S Spread Ad featuring Jared & Baker (on the podium R-S2 EVO) and the RT-Race Boots, Pages 34-35



American Flat Track, Pages 102-
TWINS: 1 (Mees), 2 [Sammy Halbert Racing](#), 3 [Brad Baker](#), 5 @brob44, 6 [Briar Bauman](#) 14, 8 [Ryan Wells](#), 10 [Kenny Coolbeth, Jr.](#)
SINGLE: Carlile 3rd



Dirt Bike Magazine, August 2017

RIDING THE ONE: Kailub Russel's KTM 250XC-F - Page 82 - 87





Product Test - X-Helium, Page 122

PRODUCT TEST

TCX X-HELIUM MICHELIN BOOTS

PRODUCT: The X-Helium boots feature a 6mm thick, 100% polyurethane sole with a 100% Michelin rubber tread. The boots are made from a combination of synthetic and natural materials, including a mesh upper for breathability and a reinforced toe cap for protection. The boots are available in sizes 38-48 and are priced at \$299.99.

OUR TAKE: The X-Helium boots are a great choice for anyone looking for a high-quality, durable motorcycle boot. The boots are comfortable, breathable, and offer excellent protection. The Michelin rubber tread is a great feature that provides excellent grip and traction. The boots are also available in a variety of colors and styles.

NEGATIVE: The boots are a bit heavy and may not be the best choice for long-distance riding. The boots are also a bit expensive, but the quality and protection they offer make them worth the investment.

BOTTOM LINE: For the price, the X-Helium boots are a great choice for anyone looking for a high-quality, durable motorcycle boot. The boots are comfortable, breathable, and offer excellent protection. The Michelin rubber tread is a great feature that provides excellent grip and traction. The boots are also available in a variety of colors and styles.

PRICE: \$299.99

CONTACT: www.ridetcxboots.com

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

Online Articles and Press Releases

“TCX Boots USA, Press Release, July 14, 2017

Subject: TCX Golden at X Games

X Games American Flat Track race results. Sammy 1, Mees 2, Baker 3

LINK: <http://ridetcxboots.com/tcx-gets-gold-at-x-games-minneapolis/>



Also promotion giveaway of Sammy's X-Helium boots

WIN Sammy Halbert's TCX X-Helium Boots



We're giving away this pair of Sammy Halbert's autographed TCX X-Helium boots. To enter "Like" us on [Facebook](#), [Instagram](#) and [Twitter](#) and leave a comment why we should pick you. Contest deadline Wednesday July 19. Winner will be selected by random drawing and contacted via social media direct message.

American Flat Track, Press Release, July 30, 2017

Subject: Jared Mees bags another dominant win at the Harley-Davidson Calistoga Half-Mile presented by Cycle Gear



Twins: Mees 1, Halbert 2, Baker 3, Bauman 5, Robinson 9, Coolbeth 12
Single: Carlile 3

American Flat Track, Press Release, July 27, 2017

Subject: American Flat Track action resumes at the Harley-Davidson Calistoga Half-Mile
Pre-race info on Baker, Bauman, Mees, Coolbeth, Halbert, Wells. Carlile



American Flat Track, Press Release, July 24, 2017

Subject: Estenson Racing Signs Kolby Carlile

Estenson Racing Signs Kolby Carlile Through 2018
Carlile to make a run at the AFT Singles title on the Estenson Racing Yamaha YZ450F



American Flat Track, Press Release, July 17, 2017

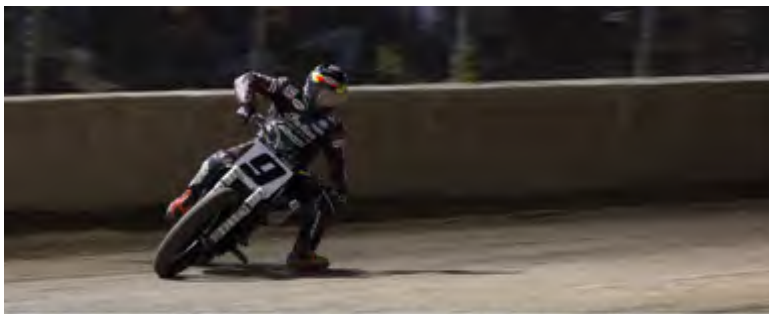
Subject: NBCSN Tune-In Alert: American Flat Track Harley-Davidson Charlotte Half-Mile coverage tonight at 11 p.m. ET/8 p.m. PT

Kenny Coolbeth in the photo.



American Flat Track, Press Release, July 8, 2017

Subject: Jared Mees bounces back to retake points lead with Rolling Wheels Half-Mile victory
Twins: Mees 1st, Halbert 2, Baker 3, Robinson 5, Bauman 6, Wells 8, Coolbeth 10
Singles: Carlile 3rd, 2nd overall in points.



Click photo to download. For editorial use only. Please credit American Flat Track/Andrea Wilson where appropriate.

American Flat Track, Press Release, July 5, 2017

Subject: American Flat Track's title chase rolls on to Rolling Wheels Raceway Park
Pre-race info with call out to Mees, Baker, Coolbeth, Halbert, Robinson, Bauman, Carlile.



Bell Helmets, Press release, July 25, 2017
Subject: Bell Helmets Race Report

<https://vimeo.com/226093779>

Jakub rides for Zip TY Racing / #teamTCX

AFLAAAAAAAAAAAAAAAAAAC!

Bell Helmets' **Jakub Alvarez** is the newest star for the AFLAC commercials. Alvarez is one of our West Coast up-and-coming off-road stars riding under the tutelage of all-time off-road star Ty Davis. You can check out the complete commercial by clicking on the image below.

Bell Helmets, Press Release July 11, 2017
Subject: Bell Helmets Race Report
Lead Story Jared Mees Feature / Flat Track:
AMERICAN FLAT TRACK
Rolling Wheels Half-Mile - Elbridge, NY - July 8, 2017





Cycle Gear, Press Release July 28, 2017
Subject: Don't Miss Out on Amazing Savings



Cycle Gear, Press Release July 24, 2017
Subject: Sometimes You Just Need to Vent



TCX X-Square Sport WP Boots

\$97.49
~~\$149.99~~
Sale 35% Off!

[Shop Now](#)



TCX X-Tour EVO Gore-Tex Boots

\$322.49
~~\$429.99~~
Sale 25% Off!

[Shop Now](#)

Cycle Gear, Press Release July 15, 2017
Subject: Skip The Sneakers - Get Up to 75% Off Riding Boots



TCX X-Groove Waterproof Shoes

\$127.49
~~\$149.99~~
Sale 15% Off!

[Shop Now](#)



TCX Track EVO WP Boots

\$207.99
~~\$269.99~~
Sale 20% Off!

[Shop Now](#)



TCX X-Square Sport WP Boots

\$97.49
~~\$149.99~~
Sale 35% Off!

Shop Now



TCX Jupiter EVO Gore-Tex Boots

\$153.99
~~\$219.99~~
Sale 30% Off!

Shop Now

Cycle News, Press Release July 21, 2017

Subject: Cycle News Issue 28 REMINDER: XGames Flat Track, Randy Hawkins Interview, Ducati Museum visit, 200 MPH club and more...



X Games Gold Mine at the Mall of America.

Next Moto Champion, Press Release July 29, 2017

Subject: Watch the Latest Next Moto Champion Talk Show w/ Sammy Halbert!



Next Moto Champion, Press Release July 8, 2017

Subject: Check out this week's Next Moto Champion Talk Show w/ Briar Bauman!



[Next Moto Champion Talk Show w/ AFT/Zanotti Racing/Kawasaki Ninja 650's #14 Briar Bauman.](#)
[NMC Product Spotlight featuring the Saddlemen Eliminator Seat.](#) [NMC's MotoMinute with the 2017 Kawasaki KLR 650.](#)

Briar (plus Flat track racer #teamTCX Jared Mees) is also featured in the MAGAZINE.





LINK: <https://cloud.3dissue.com/84663/85007/100377/V6-6/index.html>

Also featured was Josh Hayes.



RCH Racing, Press Release July 10, 2017
Subject: Bogle Battles at Southwick
Tickle out for the season. Hurt at RedBud, MI.

RCH Racing, Press Release July 7, 2017
Subject: Tickle Out for Remainder of Pro Motocross Season, Bogle Lone Entry for RCH at Southwick
Pre-race inf. Tickle hurt in practice. Out for the season.
Note: No Pics.

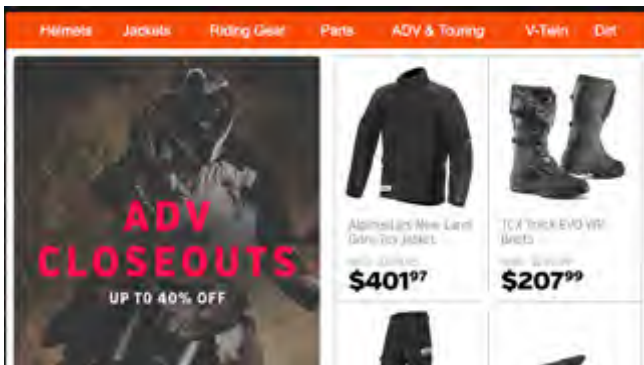
RCH Racing, Press Release July 3, 2017

Subject: Challenging Day for RCH/Yoshimura/Suzuki Factory Racing at RedBud Race wrap-up. Tickle 17th place, 7th in overall points.



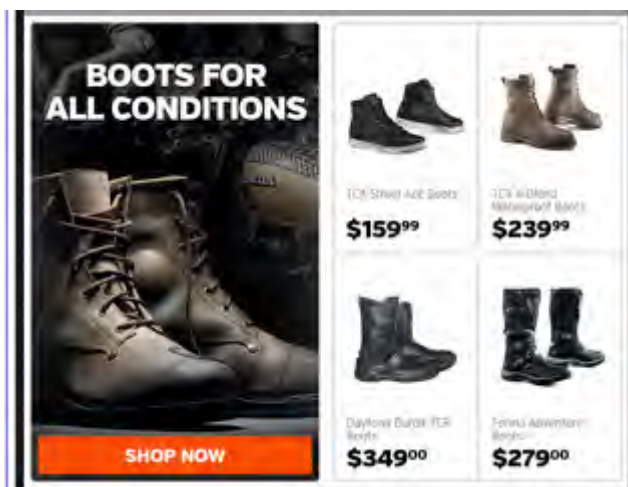
Revzilla, Press Release July 31, 2017

Subject: Recently Marked Down: ADV Closeouts



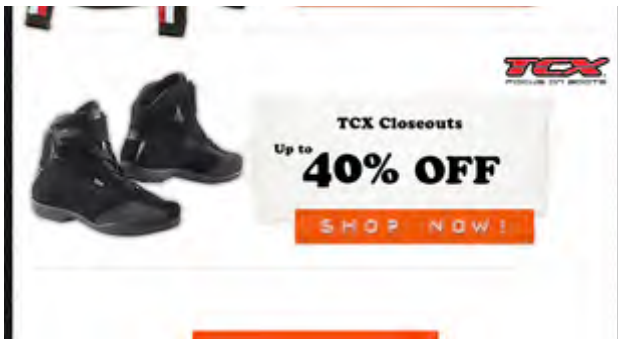
Revzilla, Press Release July 30, 2017

Subject: Don't Miss Out On These Summer Steals



Revzilla, Press Release July 23 2017

Subject: Last Day at Camp! Wet Hot Moto Summer Sale Ends Soon ☑



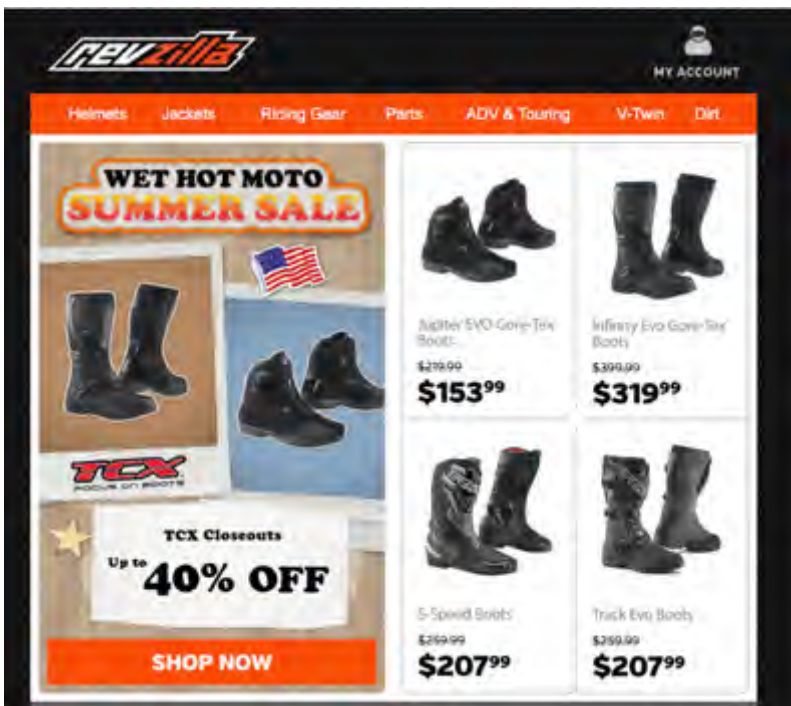
Revzilla, Press Release July 13, 2017

Subject: Dope Deals on Dainese

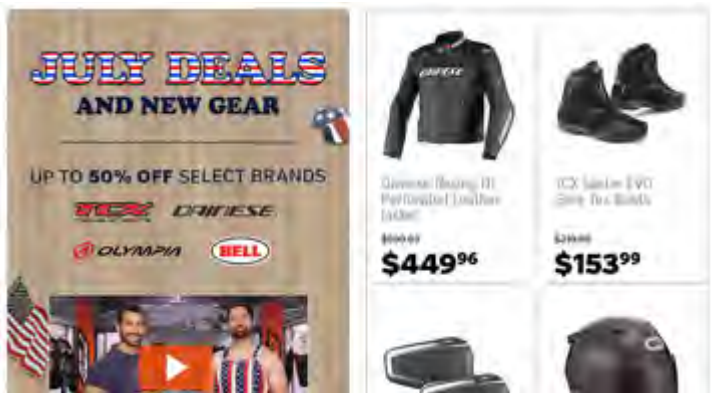


Revzilla, Press Release July 12, 2017

Subject: Up to 40% Off TCX Closeouts



Revzilla, Press Release July 6, 2017
Subject: July Juggernaut Deals



Social Media

Facebook Fan Page “TCX Boots USA”

- Total Likes – 10,786
- Total Reach – 6.2k
- Post Engagement – 1.1k
- Largest Audience – Male 18-24 (48%)
- Audience Engaged (like, click, comment or shred posts) – Male 35-44
- Best Post – 07.18.17 "We're giving away a pair of Sammy's ..."
 - Reach 4.3k

Twitter “TCXBootsUSA”

- Followers – 301
- 5K impressions

Instagram @tcxbootsusa

- Total Followers – 4,675 thru July 31, 2017
- Average 134 likes per post
- Most Engagement: COMP EVO Series pics.

