

TCX Boots Monthly Focus – March 2017

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

Web Advertizing

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

Print/Online Advertizing

- CycleNews Issue 11, 12
- Motocross Action April
- RacerX - April issue
- Transworld June
- Wing World May Issue

TCX Press Release

X-Helium Elevates TCX Range – March 10, 2017

<http://ridetcxboots.com/tcx-x-helium-elevating-off-road-boot-top-to-bottom-for-2017/>

Tickle and TCX Bring the Heat to Toronto – March 6, 2017

<http://ridetcxboots.com/tickle-tcx-bring-the-heat-to-toronto/>

Cycle News Issue 9, March 7, 2017

IN THE WIND, Page 32
GOMEZ WINS SPAIN SUPERENDURO



MONSTER ENERGY AMA SUPERCROSS SERIES SUPERCROSS, Pages 56 - 70
Main photo pic of Broc Tickle, White COMP EVO Michelin
“A lot of people were happy to see Broc Tickle (20) get on the 450SX podium for the first time.”
450SX Main - 3rd Broc Tickle, 10th Overall



Things got heated for Broc Tickle and fellow Suzuki pilot, JGR's Justin Barcia, in their heat race in Toronto. Neither made the main event out of the race, as Tickle only

managed fifth and Barcia sixth, but they don't call Barcia "Bam Bam" for nothing. After the heat race, Tickle and Barcia reportedly had words, after which Tickle reportedly took a swing at Barcia. It's unclear if he connected or not, but the FIM fined him and gave him last gate pick on the starting gate for semi two, which Tickle won. Considering Jason Anderson was DQ'd from round three in Anaheim for hitting Vince Friese on the helmet, we're going to go ahead and believe Tickle failed to connect with his haymaker, as surely the FIM would've DQ'd him if he had. Right?

FULL TEST - Pages 102 - 112
BOOTS: Street Ace



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

Cycle News Issue 10, March 13, 2017

COVER: COMP EVO MICHELIN

Prepared by Resmarket, Inc. - March 2017



SUPERCROSS WRAPUP:
TICKLE 14TH, 10 OVERALL - No pics, no callouts

2017 AMERICAN FLAT TRACK PREVIEW, Pages 72 - 77
Mees, Coolbeth, Halbert, Bauman, Robinson, Wells + Carlisle



First TEST: Pages 90 - 96
2017 KTM 450 SX-F / 250 SX-F FACTORY EDITIONS
White COMP EVO Michelin's worn for the test.



Cycle News Issue 11, March 21, 2017

COVER: Jared Mees



Page 18 - 19
Indian Motorcycle Win Ad for Jared



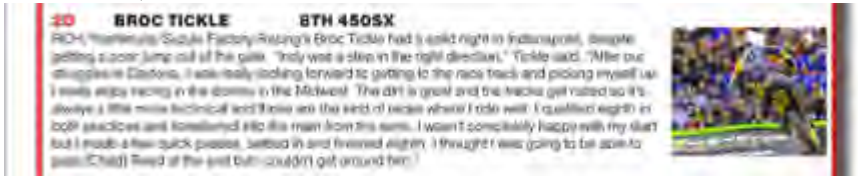
Page 38 - 39
TCX Boots USA Win Ad for Jared



Page 48-49
ProTaper Win Ad for Jared



Supercross - Monster Energy AMA Supercross Series, Pages 61-72
Tickle 8th, 9th overall



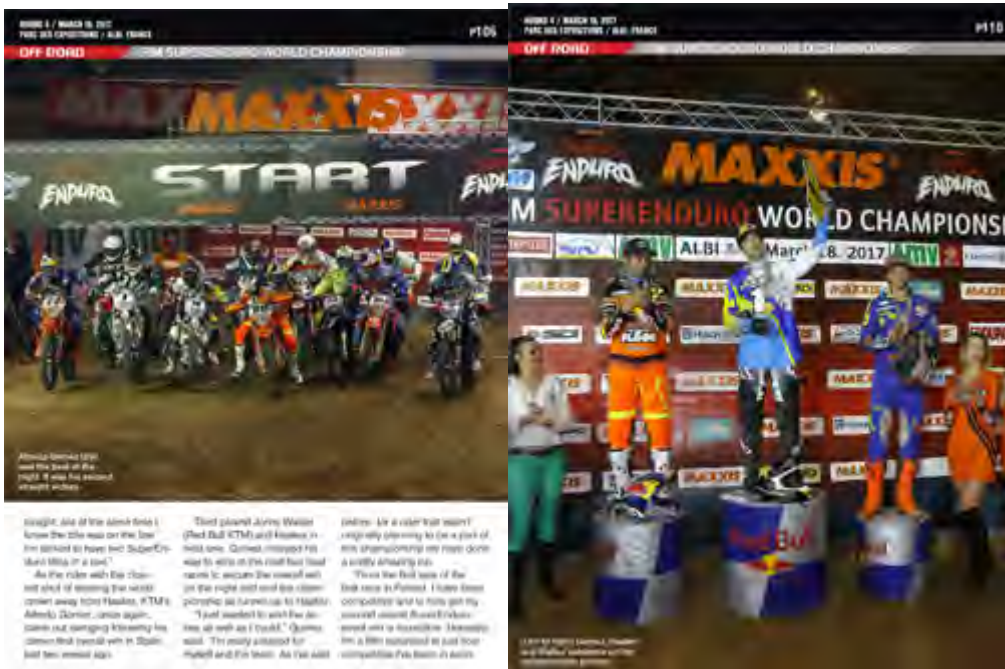
Flat Rack - 2017 American Flat Track Series, Pages 74 - 82
TT: Jared - 1, Halbert - 7
Singles: Carlile - 3



6D Ad featuring Sammy Halbert, Flat Track Racer



Offroad, FIM Superenduro World Championship, Pages 103-110
Alfredo Gomez -1, 2nd overall



Product Launch, Pages 126 - 130
Featured COMP EVO Michelin White



TCX Boots USA WIN Spread ad for Jared



SUPERCROSS MONSTER ENERGY AMA SUPERCROSS SERIES, AN FIM WORLD, Pages 66-80

Race wrap-up and interviews, Broc Tickle Call out. 7th place, 9 OVERALL



FLAT TRACK AMERICAN FLAT TRACK CHAMPIONSHIP, Page 82 - 90

Jared - 1, Baker - 2, Halbert 6
Race wrap-up and interviews



Shootout - Yamaha vs. Suzuki vs. Honda, Page 100 - 108

featuring TCX Boots - COMP EVO Michelin White Boots



First Test Yamaha FZ-09
Boot: X-Street Blue Waterproof



Dirt Bike Magazine, April 2017

Page 26, Husky Ad features COMP EVO Michelin



A NEW GENERATION CONTENDER

The completely new 2017 Husqvarna Motorcycles FX and TX model range signifies a new era of purpose built, closed-course competition off-road motorcycles. A Husky designed chassis combines a lighter and more powerful engine to continually bridge light trails, or assault across the open desert. Equipped with a single fuel tank, 19" rear wheel and exclusive seat, prepare to boldly lead the way wherever the contest takes you.



CROSS PLATFORM RACERS, Pages 38 - 53
450 offroad shootout.



Offroad Test: KTM 250XC-W, Pages 68 – 74



Supercross is Here, Page 100
Broc Tickle in sub-feature photo



Wing World Magazine, March 2017
 TOC - Drifter Waterproof
 Feature - Drifter Waterproof, Page 14



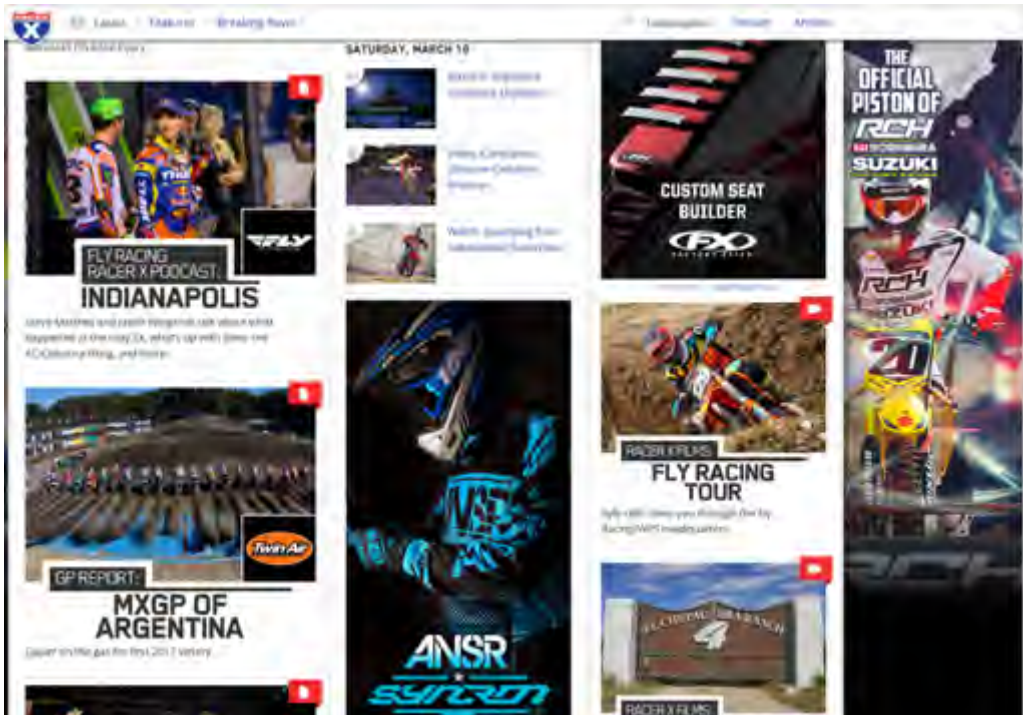
On Track Off Road Magazine, March 2017
 American Flat Track Photo Gallery and article featuring Jared Mees, Brad Baker and Sammy Halbert



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

Online Articles and Press Releases

Yoshimura Site Skin ad on RacerX featuring Broc Tickle



Ty Davis, Youtube – Mar 19, 2017
Zip-Ty Race Team together with TCX Boots
TCX BOOTS 2017
<https://www.youtube.com/watch?v=0UzaMk0ccUs>



RacerX Online Mar.13, 2017
TCX Announces the X-Helium Boot

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

The screenshot shows a webpage with the headline "TCX ANNOUNCES THE X-HELIUM BOOT". On the left, there are two images of motorcycle boots: one is black with yellow accents, and the other is black with grey accents. On the right, there is a yellow advertisement for a "SCRAMBLER DUCATI" motorcycle with the text "MAKE YOUR DREAM A REALITY". Below the images are social media sharing buttons for Facebook, Twitter, and Email. A "SUBSCRIBE" button is also visible. The article text is partially visible, mentioning "including the best technical features of a pure road boot with the most comfortable mesh of an enduro boot in a dual sport".

American Flat Track, Press Release Mar 3, 2017
Subject: American Flat Track names Harley-Davidson as Official Motorcycle of AFT
Twins in multi-year partnership extension
Kenny Coolbeth Jr. featured in the photo.



American Flat Track, Press Release Mar 9, 2017

Subject: Indian Motorcycle to Sponsor six American Flat Track Races, Partner on NBCSN, FansChoice.tv Broadcasts
Jared and Brad Baker (new to TCX) call out.
NO pics of Jared.

American Flat Track, Press Release Mar 15, 2017

Subject: American Flat Track enters new era with inaugural Harley-Davidson DAYTONA TT presented by Politis & Matovina in Speedway tri-oval
Multiple racer wear TCX this year. Jared, Coolbeth, Halbert, Robinson, Wells, Bauman, Baker, Carlile.



American Flat Track, Press Release Mar 23, 2017

Subject: American Flat Track heads north to Dixie Speedway for the Atlanta Short Track presented by Indian Motorcycle
Mees, Baker, Coolbeth, Jr., Carlile, Robinson mentions.
Note: Photo was not of a TCX rider.

Bell Helmets, Press Release Mar. 14, 2017

Subject: Bell Helmets Race Report
Jaime wears the COMP EVO Michelin White Boots. She is also a part of the Melissa Paris Race team.



Bell Helmets, Press Release Mar. 21, 2017

Subject: Mees Makes History - Bell Helmets Race Report
Jared Mees win and Ryan Well (2016 champ) new rider on TCX Boots.

Congrats, Jared Mees
You are now in the Flat Track history books!



In addition to being a long-time Bell support rider, Ryan Well was last year's GNC2 Champion and has moved up to the GNC1 class for 2017. He sported a cool set of retro '60s Knirvel leathers and was a familiar face in the pits.

Kolby Carlile, Press Release via ridetcxboots.com – Mar 20, 2017

Home / Racing / Kolby Carlile - Daytona TT 2017 Race Report
KOLBY CARLILE – DAYTONA TT 2017 RACE REPORT

[Return to Previous Page](#)

RACING
KOLBY CARLILE – DAYTONA TT 2017 RACE REPORT
Posted on March 20, 2017 at 9:45 pm by TCX Boots USA / 0



DAYTONA TT 2017 RACE REPORT POINTS POSITION: 3RD

This off season was too fast, nerve filled, and busier than ever! My goal was to put together a professional program that looked, prepared, and performed good enough to win the 2017 American Flat Track championship. I now know that is what I have done.

Going into Daytona you really don't know what to expect, but I did. I knew that with all the work I put in I deserved to be running in the front. I was very meticulous to make sure everything was prepared perfect including what I took into my body so that I was ready for race day as well. With a few overnight shipments and quick installs by my team my new 2017 Honda was ready to go. When I got to the track and in my garage we rolled the bike out of the truck and did not touch it from the start of the day to the end. My new bike was absolutely perfect. I went out in free practice one and felt fast immediately making no mistakes, and hitting my marks ending up with a 2nd in that.



<http://ridetcxboots.com/kolby-carlile-daytona-tt-2017-race-report/>

Quickshift Marketing, Press Release, Mar 24, 2017

Subject: The Chatter Weekly Motorcycle Digest - 3/24
Broc Tickle's Suzuki RM-Z450

Just a product video of the motorcycle, but still good stuff.

http://www.dirtrider.com/broc-tickles-suzuki-rm-z450-factory-bike-friday-video?utm_source=MailChimp&utm_medium=Newsletter&utm_campaign=The%20Chatter%203%2F24&utm_term=Broc%20Tickle's%20Suzuki&utm_content=Dirt%20Rider

Check out this video feature on RCH Racing Yoshimura Suzuki rider Broc Tickle's RM-Z450 2017 Supercross race bike with mechanic Travis Soules



The News, Press Release, Mar 28, 2017

Subject: Indian's Scout FTR750 Continues Remarkable Run, as Mees, Brad Baker and Bryan Smith Capture 1st, 2nd and 3rd Place, Respectively...

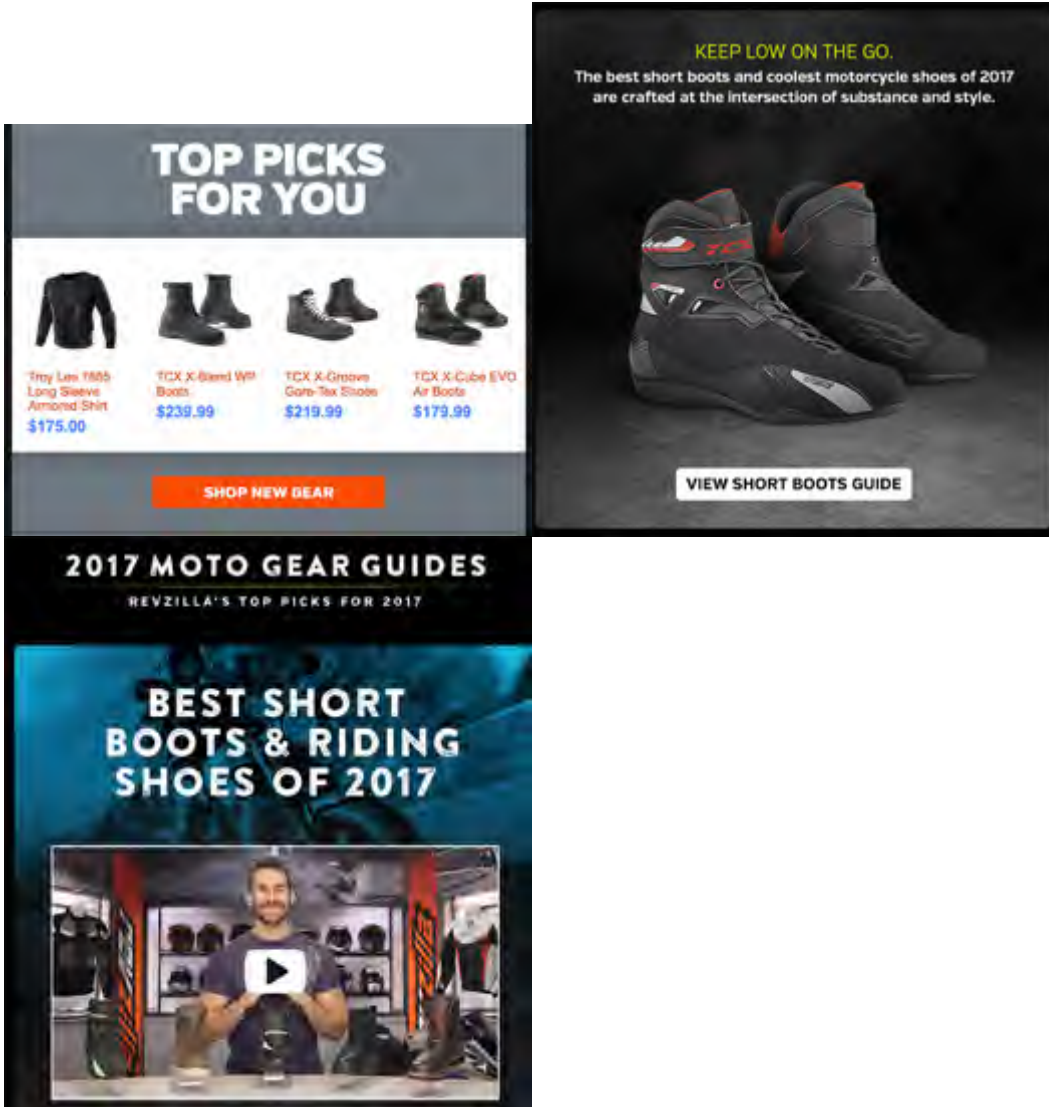
NOTE: Mees and Baker wear TCX Boots.



Revzilla, Press Release Mar 2, 2017

Subject: Our Picks for the Best Short Boots and Riding Shoes of 2017

NOTE: TCX main subject of the entire release.



Revzilla, Press Release Mar 5, 2017

Prepared by Resmarket, Inc. – March 2017

Subject: Up to 68% Off Scorpion Helmets + Roland Sands Gear

Product	Price
Troy Lee Radica Adventure Jacket 2016	\$160.00
TCX X-Blend WP Boots	\$239.99
TCX Airtech EVO Goni-Tex Boots	\$289.99
TCX Track EVO WP Boots	\$259.99

SHOP NEW GEAR

Revzilla, Press Release Mar 6 2017

Subject: Aww Yeah. March Deals Have Landed (with video!)

Product	Price
Troy Lee Radica Adventure Jacket 2016	\$160.00
TCX R-S2 EVO Boots	\$429.99
TCX X-Roadster WP Shoes	\$179.99
TCX Snake WP Women's Boots	\$199.99

SHOP NEW GEAR

Revzilla, Press Release Mar 9, 2017

Subject: The Top Gloves For ADV and Dual Sport Riding - 2017 Edition

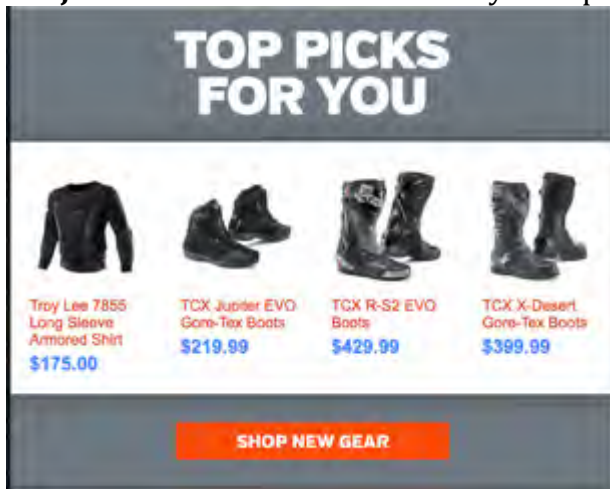
Product	Price
TCX X-Cube EVO Air Boots	\$179.99
TCX X-Cube EVO WP Boots	\$179.99
TCX S-Speed Boots	\$259.99
TCX Lady Classic WP Boots	\$199.99

SHOP NEW GEAR

SHORT BOOTS GUIDE

Revzilla, Press Release Mar 13, 2017

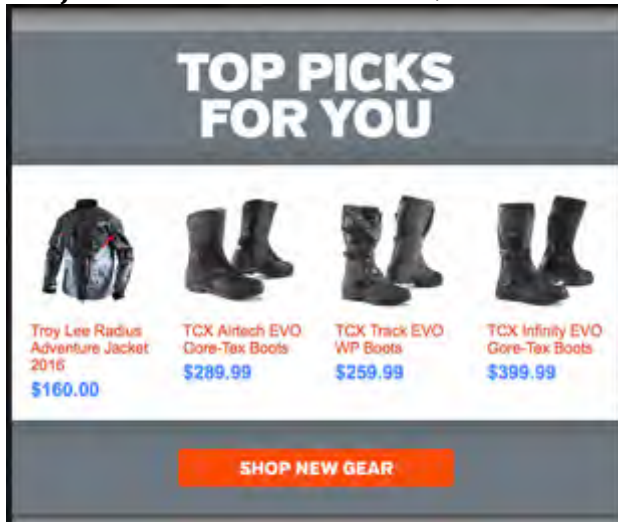
Subject: Get You & Your Bike Ready For Spring



Item	Price
Troy Lee 7855 Long Sleeve Armored Shirt	\$175.00
TCX Jupiter EVO Gore-Tex Boots	\$219.99
TCX R-S2 EVO Boots	\$429.99
TCX X-Desert Gore-Tex Boots	\$399.99

Revzilla, Press Release Mar 16, 2017

Subject: You're In Luck - Save \$200 on Garmin Products



Item	Price
Troy Lee Radius Adventure Jacket 2016	\$160.00
TCX Airtech EVO Gore-Tex Boots	\$289.99
TCX Track EVO WP Boots	\$259.99
TCX Infinity EVO Gore-Tex Boots	\$399.99

RCH Racing, Press Release Mar. 3, 2017

Subject: RCH/Yoshimura/Suzuki Factory Racing Riding a Trio of Success into Toronto
Pre-race info. Tickle mention, quotes.
NO PICS.

RCH Racing, Press Release Mar. 10, 2017

Subject: New Enthusiasm Powers RCH Into Daytona
Pre-release info on Daytona with Broc Tickle, currently 10th OVERALL.
NO Pics.

RCH Racing, Press Release Mar. 13, 2017

Subject: RCH/Yoshimura/Suzuki Factory Racing Riding a Trio of Success into Toronto



RCH Racing, Press Release Mar. 17, 2017

Subject: RCH/Yoshimura/Suzuki Factory Racing Looks to Bounce Back in Indy
Pre-race info. No pics.

RCH Racing, Press Release Mar. 20, 2017

Subject: Tickle Eighth, Bogle 15th in Indianapolis
Race wrap-up and interview with Tickle, moving up to 9th overall.



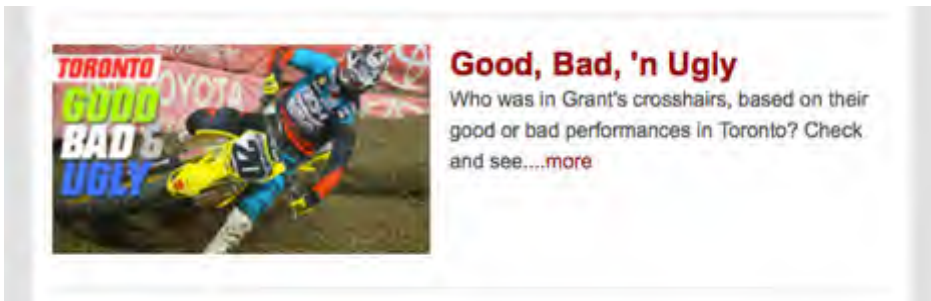
RCH Racing, Press Release Mar. 27, 2017

Subject: Mixed Results for RCH/Yoshimura/Suzuki Factory Racing in Motor City
Race results and interview with Tickle. Currently 9th in POINTS.



Vital MX, Press Release Mar. 10, 2017

Subject: Vital MX Spotlight - The battle for SX supremacy, and the start of the MXGP season



http://www.vitalmx.com/features/Toronto-Supercross-The-Good-the-Bad-and-the-Ugly,5209?utm_source=newsTSL&utm_medium=email&utm_content=all&utm_campaign=030917



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/>

Zip-Ty Race Team / Ty Davis, Press Release Mar. 22, 2017

Subject: Zip-Ty Race Report

Race results and Video Highlights from WORCS Rnd 1

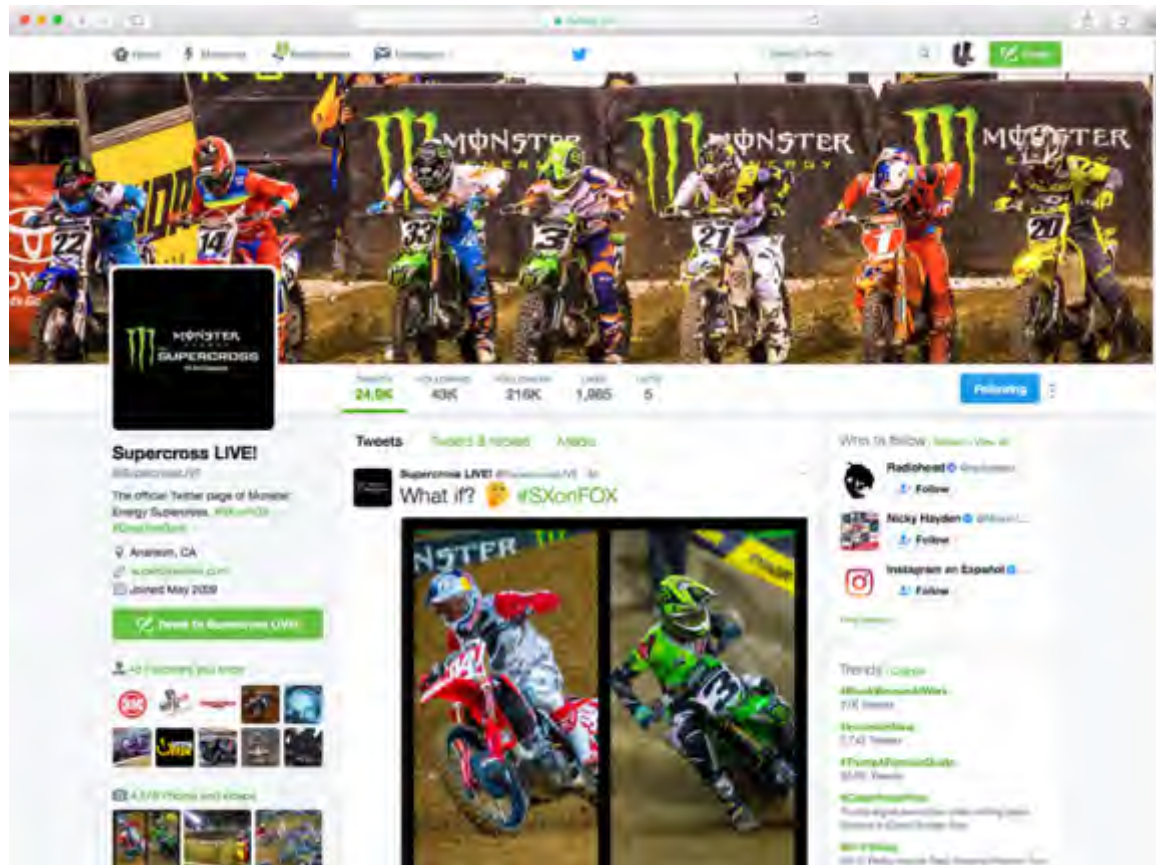


Social Media

Twitter Account FOCUS:

@SupercrossLIVE

Broc Tickle featured in the background - May 28, 2017



Supercross LIVE!

@SupercrossLIVE

The official Twitter page of Monster Energy Supercross. #SXonFOX#DropTheGate

Facebook Fan Page "TCX Boots USA"

Total Likes - 10,860

Total Reach - 4K

Post Engagement - 1,628 (Up 49%)

Largest Audience - Male 18-24 (49%)

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

Best Post - 03.24.17 "Who's looking forward..."

- Reach 2.5K

Twitter "TCXBootsUSA"

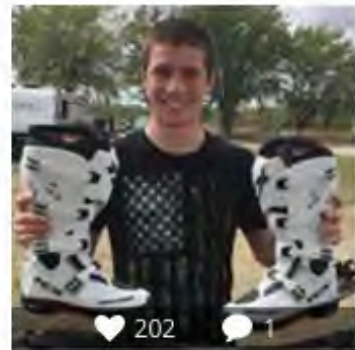
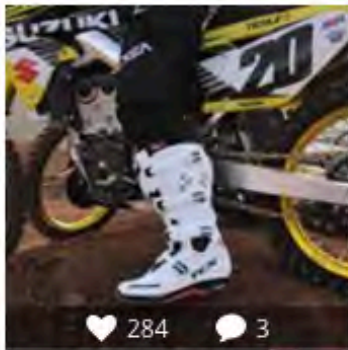
Followers – 278
3.2K impressions

Top Tweet March 8, 2017: 1,119 impressions / 56 engagements
#teamTCX focus: Team owner #MPHracing and racer....

Instagram @tcxbootsusa

Total Followers – 4,283 thru March 31, 2017
Average 129 likes per post
Most Engagement: COMP EVO Series pics.

Most Engagement



Least Engagement

