

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

On Dec 6, 2019, at 2:02 PM, ridetcxboots@gmail.com wrote:

First and Last Name*: Hunter Lea
Email*: hunterleaphoto@gmail.com
Address*: 5955 SE Milwaukie Ave #304, Oregon 97214 United States

Message*: I want to thank you for making an exceptional product. I own a pair of TCX Street Ace Air shoes which have successfully prevented crush injuries in two separate crashes this year (my ankles are very grateful!) They have held up well, look great, and are so comfortable that I often wear them all day at work. Unfortunately, the laces have worn out; where is the best place to find replacements? I can provide images of the shoes upon request.

Follow-up email:

In October I was involved in a crash on my 1983 Honda CX650C. It happened after a light rain on residential streets, so speeds were under 30mph. A vehicle pulled out in front of me, I swerved, and lost traction on the damp leaves near the road's shoulder. I went down on my left side with my foot trapped under the left cylinder head, which cracked--the cylinder head, that is, not my foot! Except for some bruising on my left shoulder and a sore knee, I was completely uninjured. My TCX boots are the ONLY reason my ankle wasn't obliterated.

Best, Hunter



TCX Current Advertising

Web Advertising

- Nothing at this time.

Print/Online Advertising

- Nothing at this time.

Cycle News Issue 48, December 2, 2019

IN THE WIND, Page 30-32
Rea Leads Final 2019 Jerez Test
Alex Lowes P5

FEATURE, 24 Hours in Bol d'Or Blender, P72-85
Melissa Paris Featured

This hasn't happened in 17 years.

6:00 PM

-ALL ACTION, NO ACTION

It's a strange atmosphere in the garages. The hallmark of endurance racing is you just keep going, no matter what. No one knows what to do. All the bikes are sitting in a line on pit lane while we wait to hear what will happen. The first thing we hear from race direction is there will be no racing until at least 8:30 pm. I can't help but think of the fuel spill in turn one. Had that happened in the dark, no one would have seen it and it would've been absolute carnage.

Fast German Lucky Glockner, who gave Perris such a hard time at Pikes Peak this year, heads over to our garage and she huddles with me and Melissa while we watch MotoGP on my laptop. Suddenly this 24-hour endurance race has turned into some sort of strange moto girl slumber party.

At 8:30 pm, an announcement is made. Racing is suspended until 6:00 am, unheard of! I grab a blanket and try to sleep on the garage floor. As you can imagine, I don't have a lot of success.



Jojanda and Melissa (left) compare war stories in five closed-down pit lanes.

6:00 AM

-OK, LET'S DO THIS

At 6:00 am Jojanda heads out to start the race on a still very wet track. They deem it safer to do the restart behind the safety car. Judging by the lap times the track must be starting to dry. When she comes in, I am suited up and ready to go, but when she tells Perris it's time to change from rains to inter mediate, he opts to have her do a double stint. His thought is that she knows the track conditions best. I'm not really seeing the logic, but at this point, I don't mind waiting for things to dry out a bit more.

When she hands the bike to me I head out to try to figure out the conditions the best I can. We've been steadily climbing the standings thanks to a lot of people falling off. I want to ride well, but at this point, I also want to finish. The track is starting to get dry. If you've never had the joy of running a rain tire on a dry circuit, I can tell you it's nearly as sketchy as being on slicks on a



Perris gets ready for her final stint.

Cycle News Issue 49, December 10, 2019

Nothing

Cycle News Issue 50, December 17, 2019

IN THE WIND, Page 58

Team Hammer Named as Suzuki's Premier Road Race Team

P58

IN THE WIND

Team Hammer Named As Suzuki's Premier Road Race Team

Team Hammer, run by father and son John and Chris Ulrich, will take over the running of the Suzuki MotoAmerica racing business, spelling an end to a 41-year partnership for Suzuki and Yoshimura.

Team Hammer has enjoyed enormous racing success with privately run Suzuki machinery, having been founded over 30 years ago by John Ulrich. To date, riders on bikes prepared and fielded by the team have earned an accumulated seven AMA Pro and MotoAmerica National titles while racking up 83 race victories and 234 podium finishes in MotoAmerica Superbike, MotoAmerica Supersport, MotoAmerica Twins Cup, AMA Formula Xtreme, AMA 750cc Supersport, and AMA Pro Daytona Sportbike.



Fong races the Team Hammer M4 Ecstar Suzuki to the finish to win the 2019 MotoAmerica Supersport title. Team Hammer will now take over Suzuki's MotoAmerica race operations going forward.

The dissolving of the Yoshimura Suzuki partnership spells an other aspects of our business," Graeber noted that Yoshimura

ARENACROSS Ad, Page 151
Faron Logan Featured

KICKER ARENACROSS AMA

COME WIN AN
AMA NATIONAL CHAMPIONSHIP
AMERICAN MOTORCYCLE ASSOCIATION

JANUARY 3 & 4 LOVELAND, CO	JANUARY 11 HOBBS, NM	JANUARY 24 & 25 GUTHRIE, OK
JAN 31 & FEB 1 DENVER, CO	FEBRUARY 7 & 8 RENO, NV	FEBRUARY 28 & 29 SALT LAKE CITY, UT

AMA NATIONAL CHAMPIONSHIP RACE
MARCH 7
AMARILLO, TX

INDOOR NATIONAL ARENACROSS
AMATEURS: FINISH TOP 12 AT ONLY ONE ROUND TO QUALIFY FOR THE AMA NATIONAL CHAMPIONSHIP RACE

WWW.KICKERARENACROSS.COM

Cycle News Issue 51, December 26, 2019
Nothing

Dirt Bike Magazine, January Issue

ROOST 01.2020, Page 24
Jacob Argubright highlight



OFFROAD TEST BETA 300RR, Pages 48-54



Dirt Bike Magazine House Ad, Page 89



Motocross Action Magazine, January Issue
Nothing this month

Road Racing Magazine, December Issue

Adventures of an Ex-Racer, Page 74

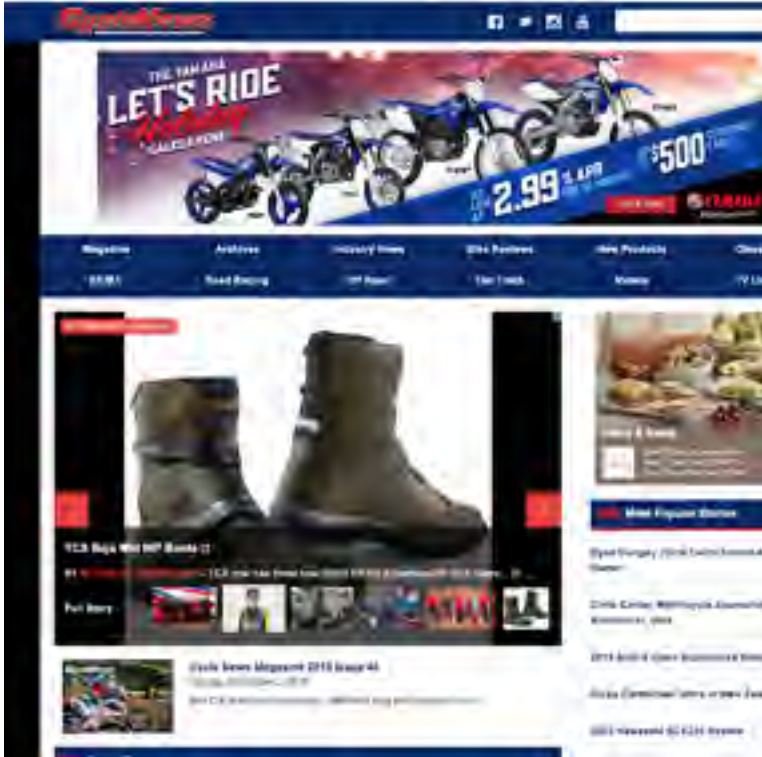


View all print articles at <http://www.ridetcxboots.com/print-articles/>

Online Articles and Press Releases

CycleNews.com, December 04, 2019

MotorcycleGear.com advertising on the slider with TCX Boots.



MotoAmerica.com, December 04, 2019

Suzuki Announces Team Hammer As Premier Race Team For 2020

<https://ridetcxboots.com/focus-on-team-hammer-11/>

<https://motoamerica.com/2019/12/suzuki-announces-team-hammer-as-premier-race-team-for-2020/>






RevZilla, Press Release November 30, 2019

Subject: Doorbuster Deal #4: These MOTO BOOTS are \$60 off

 <p>Alpinestars Room 2 WP Boots</p>	 <p>TCX Explorer EVO Gore-Tex Boots</p>	 <p>Speed and Strength Bikes Are In My Blood Boots</p>
From \$179.99 \$119.99 ★★★★★	From \$209.99 \$149.99 ★★★★★	From \$139.95 \$89.95 ★★★★★




RevZilla, Press Release December 12, 2019

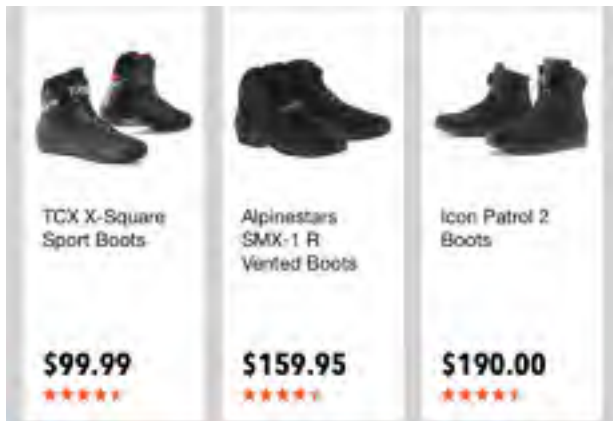
Subject: Never-before-seen PROMO CODE - today only!

 <p>Dainese 4 Stroke EVO Gloves</p>	 <p>REV'IT! Airwave 2 Pants</p>	 <p>TCX X-Wave Air Shoes</p>
From \$209.95 \$159.95 ★★★★★	From \$209.99 \$149.99 ★★★★★	From \$121.99 \$111.99 ★★★★★

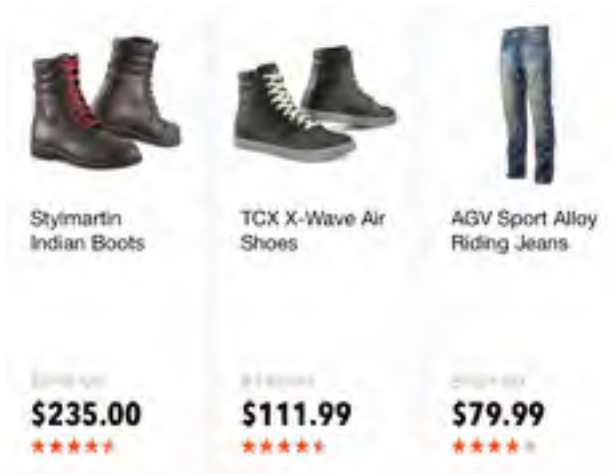
RevZilla, Press Release December 12, 2019

Subject: Top Riding Shoes For You

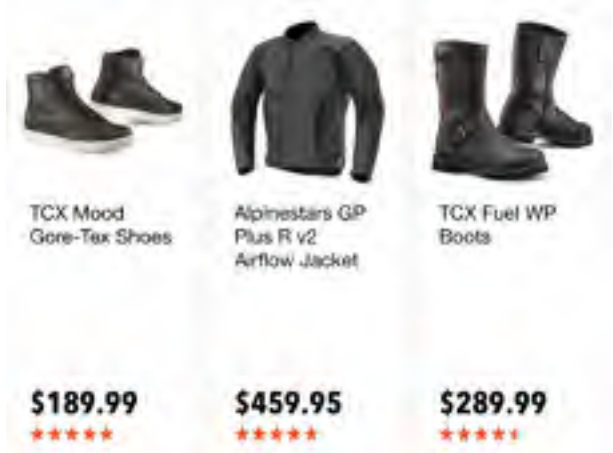
 <p>TCX Mood Gore-Tex Shoes</p>	 <p>Speed and Strength Black 9 Moto Shoes</p>	 <p>TCX X-Blend WP Boots</p>
From \$209.99 \$189.99 ★★★★★	From \$109.95 \$99.95 ★★★★★	From \$209.99 \$199.99 ★★★★★






RevZilla, Press Release December 12, 2019
Subject: ICYMI- PROMO CODE Ending Soon!



RevZilla, Press Release December 23, 2019
Subject: LAST CHANCE for guaranteed holiday delivery!



RevZilla, Press Release December 30, 2019
Subject: Year End CLOSEOUTS

		
TCX Explorer EVO Gore-Tex Boots	RAM Mounts Tough Claw X-Grip Mount	Arai VX Pro 4 Bogle Helmet
\$210.00 Save \$70 \$149⁹⁹ ★★★★★	\$67.49 Save \$11 \$45⁹⁹ ★★★★★	\$749.95 Save \$360 \$389⁹⁹ ★★★★★

Team Hammer, Press Release December 13, 2019
Subject: Team Hammer Adds Premier Suzuki MotoAmerica Superbike Program



<https://ridetcxboots.com/focus-on-team-hammer-11/>

Team Hammer, Press Release December 18, 2019

Subject: ECSTAR to Sponsor Suzuki MotoAmerica Road Racing Effort



Bobby Fong (50) won the 2019 MotoAmerica Supersport Championship on an M4 ECSTAR Suzuki GSX-R600. Photo by Brian J. Nelson.

Social Media

Facebook Fan Page “TCX Boots USA”

Total Likes – 11,344
Total Reach – 1.4k
Post Engagement – 316
Videos: 12
Page Views: 258
Largest Audience – Male 18-24 (38%)
Overall Audience: 92% Men / 8% Women

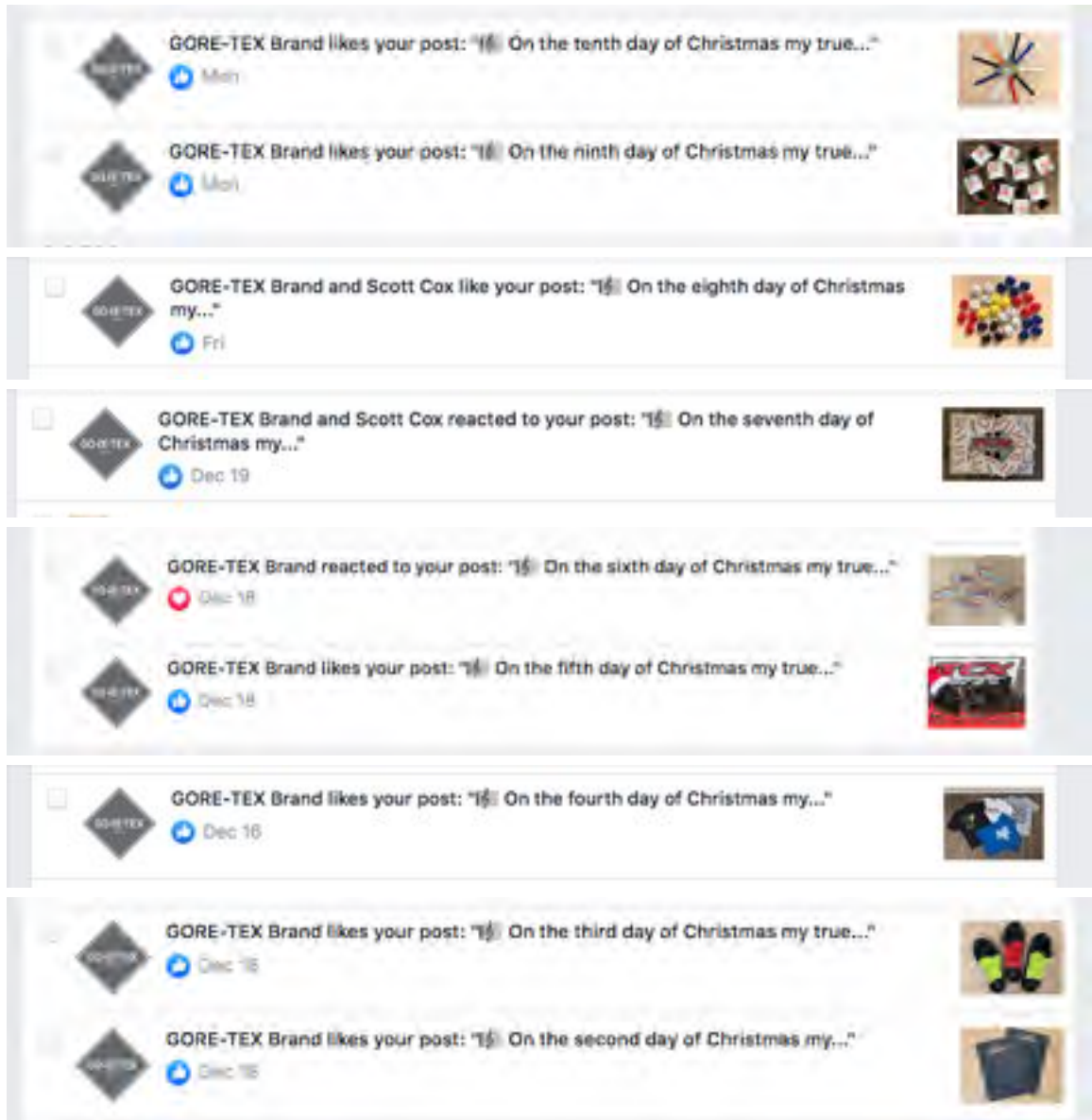
Best Post – December 25, 2019 - Merry Christmas from our family to yours. [#focusonboots](#)

533 Reach, 19 Likes, 5 post clicks, 22 Reactions, Comments & Shares



Posts of Note:





Gary Kinzler commented.

Gary Kinzler
December 24 at 11:19 AM

TCX and the Lightshoe Crew pull it off again. Winners of the free boots and hotshoe giveaways at Amateur Nationals this past August. Thanks Phillip TCX for climbing on board and helping to support the Amateur Racers and Steve Nace Racing. Thank you Kelly Bell for all your organization.



Darren Martin (@KBM01 Racing)
December 24 at 9:23 AM · Sussex, Del

Thank Gary Kinzler and Phillip from TCX Lightshoe #TCXBoots

You, Matt Rogers, Brian Newman and 75 others · 12 Comments

Like Comment

Cory Wilson They have kids sizes?
Like · Reply · 12

View 9 more replies

Gary Kinzler Cory Wilson TCX has a boot called Speed Master that goes to a size 5 and SIDI has a boot called Vertigo that goes small too.
Like · Reply · 10

Like · Reply · 10

Reinhardt Goetz Merry Christmas and thanks for all your help to get the sponsorship for #10 Jordan Goetz. Thanks Phillip TCX boots LISA and Lightshoe Gary Kinzler for the Hotshoe.



Like · Reply · 14 · Edited

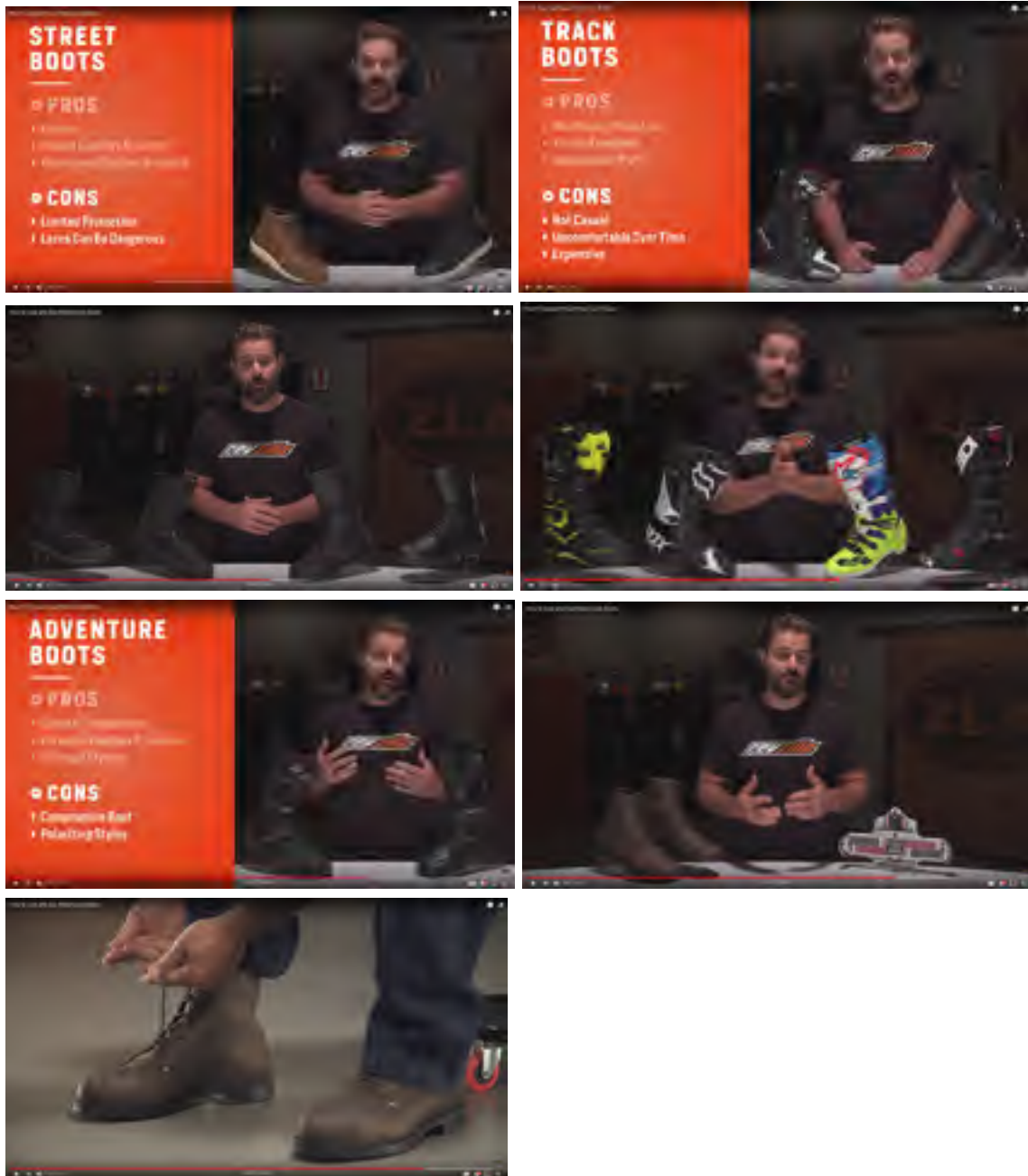
Write a comment

Social Advertising by Revzilla



Multiple TCX featured in the video

<https://www.youtube.com/watch?v=Hv-YFsiDMjc>



Twitter "TCXBootsUSA"
Followers – 400

Dec 2019 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 109 impressions

Have a safe and happy #newyear from all of us at #tcx ! #focusonboots #bye2019hello2020
pic.twitter.com/jBylahi9w0



4

Top mention earned 52 engagements

 **Joshua Hayes**
@jhayes131 · Dec 21

Fun to get out again to foxraceway for some motos. @brettmccormick6 came all the way down from Canada so us roadracers could throw dirt at each other!!
@yamahamotorusa @araiamericas @flyracingusa @tcxbootsusa #blucru...
instagram.com/p/B6VzhclAREW/...

6

[View Tweet](#)

[View Tweet activity](#) [View all Tweet activity](#)

Tweets with photos get noticed



It's true. Tweets with images drive more engagement and generate more responses.
[Learn how to share a photo](#)

Top Follower followed by 1,118 people



SINIESTROS NL
@problemasvisibles · FOLLOWING YOU

Problemas, vialidad y demás chingaderas de Monterrey y area metropolitana. // pendejoshunter.

[View profile](#) [View followers dashboard](#)

Instagram @tcxbootsusa

Total Followers – 14,786 thru December 31, 2019

54 post for the month

Most Engagement: COMP EVO Michelin (Off-road boots)

Top Hashtag: #motoboots

Average Post: 90 Likes & 1 comment

Website Clicks: 120

Audience: 90% men / 10% women

Top Post Received 309 Likes and 1 Comments

