

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

Motovan has created a new internal website for Canadian Sales Reps to access TCX information. It has the same architecture as the last 2 internal websites. I will be updating it with Monthly Focus, Video Assets, Product 1-Sheets, and additional information as it comes along. All requests come to me that will be forwarded if I am unable to help the individual(s). Any TCX s.r.l. information that needs to be on there let me know: phillip@tcxusa.com

NOTE: I still need approval to upload the Product Pages via Giordano and or Alessia

Landing Page

<https://motovan.papyrs.com/Home-Page>

TCX Page:

<https://motovan.papyrs.com/TCX-Boots>



Posts for April:

- Cover: Trackday RoadRacing World, plus interior pages information!
- RT-Race Info / Illustrations
- Men v. Women Last
- Looking to get a pair of TCX resoled
- 2020 gear Guide Revzilla

TCX Current Advertising

Web Advertising

- Nothing at this time.

Print/Online Advertising

- Nothing at this time.

Cycle News Issue 14, April 06, 2020

Nothing this week

Cycle News Issue 15, April 14, 2020

Easier Than You Think, Page 60



Learning from the... (text partially obscured)

Having had earlier cars with manual transmissions, Shawna had a good understanding and feel for the DR's clutch and, like London, had it mastered in no time and was soon ramboring across...

forward can be... (text partially obscured)

TCX

motorcycle... (text partially obscured)

Cycle News Issue 16, April 21, 2020
Nothing this week.

Cycle News Issue 17, April 28, 2020
Nothing this week (again)

Dirt Bike Magazine, May Issue

Nitro Mousse Ad, Page 63

Jacob Argubright featured in TCX. NOTE: Jacob has now signed with O'Neal.

100% FLAT PROOF
100% ASSURANCE!

NITRO MOUSSE

Motocross Action Magazine, April Issue
Nothing this month / 3 months in a row

Road Racing Magazine, Trackday Issue

COVER:



Josh Hayes and Melissa Paris on the cover.

Page 2: Chad Cose Flat Track Racer



TOC: Josh and Melissa



Setting up the Suspension: Get Dialed in, Step by Step, Page 18-20

Rider: Team Hammer Jake Lewis



Protective Gear: What To Look For, Page 28
RT-Race Pro Air

PROTECTIVE GEAR

What To Look For

By Michael Gough

There are a lot of choices when it comes to protective gear. You're a professional racer, and you will see top-level racers wearing many different brands of helmets, gloves, leathers, and boots.

But there are some stigmas circling the what to look for in your. Think of them as questions for buying protective gear.

Leather Suits: Look for leather that is a minimum 1.4-1.5mm thick. Look for double-needle cross-lam and some kind of stitching on the main seams, stitching that is hidden away from the passenger in the event of a crash. Most good leathers are covered with expensive panels to allow stitching to deploy within the suit. This is good, as the stitching of expensive gear is also a more robust of material. Key-top stretch panels in the chest, across the knee and under the arms provide protection and freedom of motion. Staying is lighter with better flexibility and durability but is more expensive. This includes double-needle thread stitching, while kevlar linings are less likely to give and more likely to tear through the leather. Look for CE-certified armor in the shoulders, knees and elbows. And it's hard to go wrong with the most versatile you can find.

Additional Armor: Back protectors are a requirement for most racing and track day organizations. Look for the Level 2 certified back protection, because they transmit less force to your back and spine during a crash. More and more of the "retail" soft armor—materials that stills in an impact—is now on the market. That's the stuff that, while it is thick and dense, is also remarkably lightweight. Most racers use chest protectors, some many expensive leather padding (chest and lumbar) protectors, some and lumbar protectors, some.

Boots: Available from the track side or from your favorite look for a protective last shell over the foot and some form of traction material. Brands along the aisle. A correct upper will keep the foot in place during a crash, and the shifter are useful when you pick up the pace and start accelerating just less so. In this regard, it's hard to disagree (some exceptions).

Gloves: Look for hand armor over the knuckles, and a device that significantly overlaps the sleeve of the leather suit. A wrist extending strap, covered by a flap of leather, helps keep the glove on during a crash. Good racing gloves have additional protection on the outside of the glove to shield the edge of the wrist during a crash.

That leather in the center of the palm stays around the knuckles from the bike, through the bars to the rider. However, at the base of the hand, look for hand armor. It's probably one of the more significant components in racing gloves to prevent injury.

Helmet: Get a helmet with a full-face leather with a 10-point retention system. Proper helmets with a positive lock, and certification for the sport—SNELL is a lot of what at 150 mph. Agony, more comfortable to fit.

There are several helmet certifications in use around the world, each providing a different level of confidence as to whether the actual helmet you bought meets the performance standard it is certified to. It rarely does pretty much.

It takes up to 1000 cycles of use, and certified by the manufacturer. For racing, look for a helmet with a full-face leather, independent testing is not required prior to release. This helmet standard is not accepted by many racing and track day organizations.

Manufacturers of different certified helmets without a batch of helmets but testing is an independent third party, but price is release and again, is every sport is covered during production. It is accepted by some racing and track day organizations.

Helmets that meet these performance standards are tested by the organization prior to their release to the public. Most are reasonably well, but some quality from retail or distribution center shelves. In many companies, that is a long-standing, integral standard is accepted by some racing and track day organizations.

Try on helmets you're interested in, and ask of racers who wear them.

Final Thoughts

If you can, consider good quality when it comes to your suit, especially if you're a track and road something that fits perfectly. Todd McQuay from the "Racing Apparel" points out that every dollar will buy a new work job. Those spent between \$1,500 and \$2,000 on accessories including those shoes that give you

... For \$1,000, I can get them over a custom suit that absolutely fits them and provides top-level protection," he says. ANYSPORT and first-class track suits are not relatively affordable prices.

And when you're only in the immediate of safety, you have to ask yourself, when considering the amount of business in a racing industry, what are you really going to get for less than the cost of dinner for two at Disney?

RW

Shown: An Adventure back protector, a pair of gloves, and a pair of boots. All shown using an elastic and with a heavy-duty leather. Heavy-duty gloves have hand armor, wrist armor, and a wrist retaining strap. Photo by Adam Lutz.

Also featured: ADVSPORT Minus race suit, Anyday gloves, and TCX RT-Race Pro Air ventilated boots on the inside. Both ADVSPORT and RT-Race Pro Air have CE certification, and RT-Race Pro Air has CE certification.

...ing 2014, Hobbly Directory 2019

Pages

Coaching the Champions: Experience Matters, Page 44-45

Josh Hayes, Bobby Fong, Alex Dumas



(Above) Josh Hayes on the grid with Supersport Champion Bobby Fong. Photo by Brian J. Nelson. (Below) Coach Jason Pridmore with Champions Andrew Lee (left) and Alex Dumas (right).



Not every racer needs the same type of input and support from their coach. Jason Pridmore, past AMA Formula Xtreme, AMA 750 Super...

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

Online Articles and Press Releases

Motorcyclist.com

2020 BMW F 900 R Review First Ride

March 16, 2020

Boot: Vibe Waterproof / Rider: Adam Waheed

<https://www.youtube.com/watch?v=uAP1WeOzxFs&feature=youtu.be>



<https://www.motorcyclistonline.com/story/reviews/bmw-f-900-r/>



Gear Box

Helmet: [Arai Defiant-X Dragon](#)

Jacket: [Alpinestars Oscar Charlie](#)

Gloves: [Alpinestars T-SP W Drystar](#)

Pant: [Alpinestars Copper 2](#)

Boots: [TCX Vibe WP Boots](#)

Motorcyclist.com

2020 BMW F 900 XR Review First Ride

April 7, 2020

Boot: Vibe Waterproof / Rider: Adam Waheed

<https://www.motorcyclistonline.com/story/reviews/2020-bmw-f-900-xr-first-ride/>



Helmet: [Arai Defiant-X Dragon](#)

Jacket: [Alpinestars Oscar Charlie](#)

Gloves: [Alpinestars T-SP W Drystar](#)

Pant: [Alpinestars Copper 2](#)

Boots: TCX Vibe WP Boots

Competitor Information....

MXA PRODUCT SPOTLIGHT: GAERNE'S 2020 BOOT COLLECTION - Apr 6, 2020

<https://motocrossactionmag.com/mxa-product-spotlight-gaernes-2020-motocross-boot-collection/>

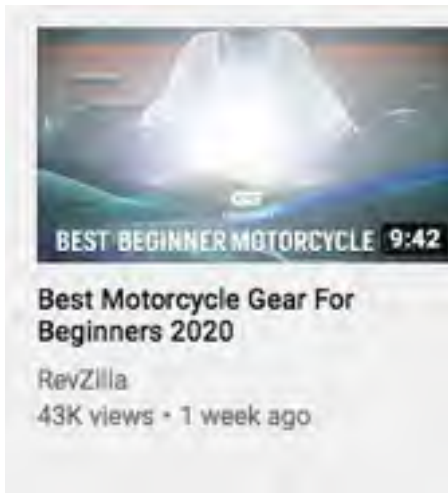


MXA PRODUCT SPOTLIGHT: GAERNE'S 2020 BOOT COLLECTION

MXA's product spotlight is here to highlight the top products from our favorite brands. In this spotlight, we're featuring Gaerne's 2020 boot selection. The limited edition red Gaerne SG12s as shown above have been a very popular boot in the 2020 season so far. Riders like Justin Brayton, Zach Osborne, Malcolm Stewart and more have been loving the bold and stylish look of the red boots. We know you've seen the SG12s before, but did you know that Gaerne has a wide variety of other motocross boots that they offer? Possibly not. We compiled a list of them here to inform our loyal *Motocross Action* readers of the latest and greatest from Gaerne.

Revzilla has recently released Best Gear Guides for 2020 and TCX is all through it.

Best Beginner Gear 2020 Video - Street Ace Air plus alternative boot - X-Blend Waterproof









<https://www.youtube.com/watch?v=5KEiu34N8lw>

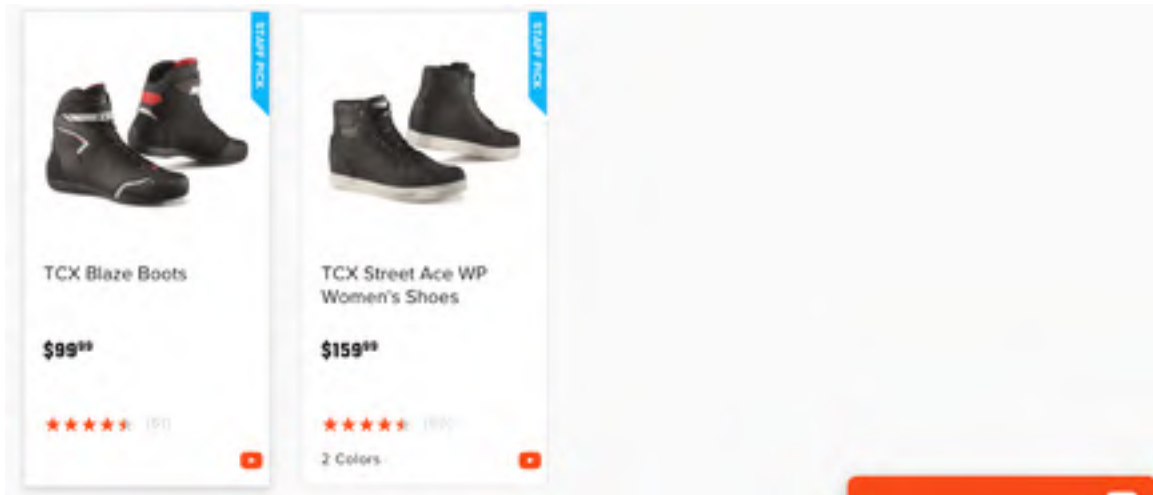
<https://www.revzilla.com/best-beginner-motorcycle-gear>

Best Beginner Gear (6)

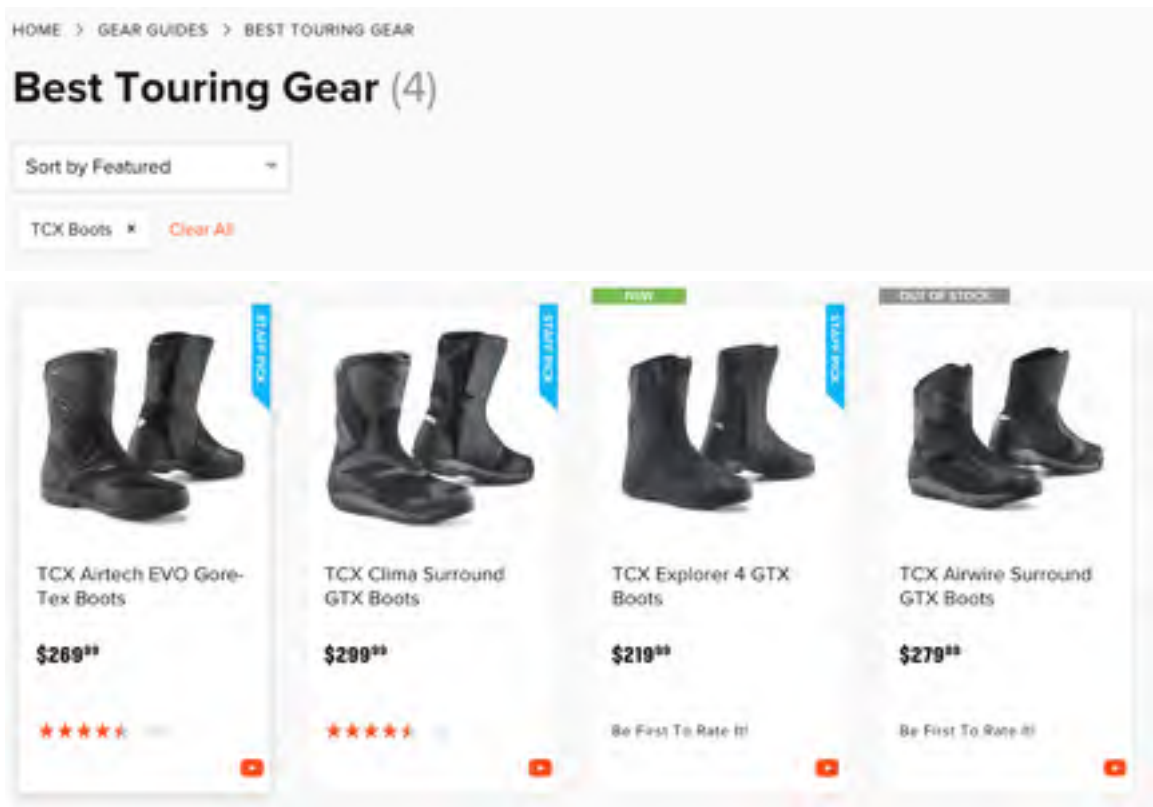
Sort by Featured

TCX Boots Clear All

 TCX Street Ace WP Shoes \$159⁹⁹ ★★★★★ 4 Colors	 TCX Street Ace Air Shoes \$159⁹⁹ ★★★★★ 2 Colors	 TCX X-Blend WP Boots \$199⁹⁹ ★★★★★ 2 Colors	 TCX Mood Gore-Tex Shoes \$189⁹⁹ ★★★★★ 2 Colors
------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------



<https://www.revzilla.com/best-motorcycle-touring-gear>



Best short-haul touring boots: TCX Explorer 4 GTX

For 2020, TCX's lauded EVO touring boots have been replaced by the Explorer 4, and they're our top pick for short-haul riders. The Explorer 4's microfiber panels make for light, abrasion-resistant boots, with all the right reinforcements at the ankles, shins, toes, and heels. A shift pad prevents excessive wear to the top of the boot as you shift the gearbox. These boots aren't overly technical or complicated — perfect for the no-nonsense tourist.



TCX Explorer 4 GTX Boots. RevZilla photo.

What really pushes the Explorer 4 into the top spot is their use of Gore-Tex, the gold standard for waterproof gear. As tourists know, Gore-Tex doesn't just excel in keeping rain out. TCX integrated large mesh panels on the sides of the boots help evacuate moisture as it leaves the membrane, too.

We're always glad to see Gore-Tex in a boot like this, and for \$219, short-haul tourists owe it to themselves to try the Explorer 4.

Nitpick: The Explorer 4 boots feel more like an update to the EVOs, not a redesign. We'd like to see the Explorer 4 take on some of TCX's new design language.

Best long-haul touring boots: TCX Clima Surround GTX

For the touring rider who wants all the comfort that boot tech can muster, the claim to fame is TCX's new Clima Surround GTX. If you've struggled with sweaty feet in riding boots, especially on a tour, these boots are your best bet for ventilation. Channels in the footbed allow air to reach a Gore-Tex membrane inside. Moisture from your feet can escape the boot, which boosts rider comfort on long rides. The Surround system even landed TCX a mention in one of Common Tread's "Best Advancements in Motorcycle Gear" articles.



TCX Climà Surround GTX Boots. RevZilla photo.

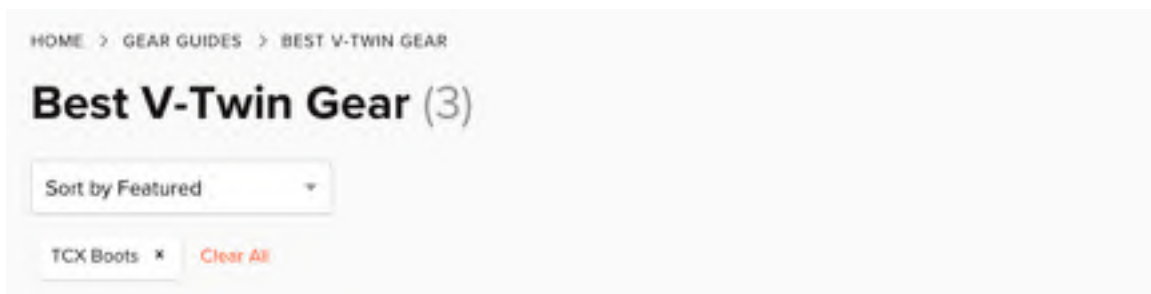
The Climà Surround GTX boots aren't a one-trick pony, however. We also liked their use of mesh and stretch materials throughout. Long-haul riders will appreciate that comfort over the course of a tour. And for the price, the TCX Climà Surround boots are simply peerless.

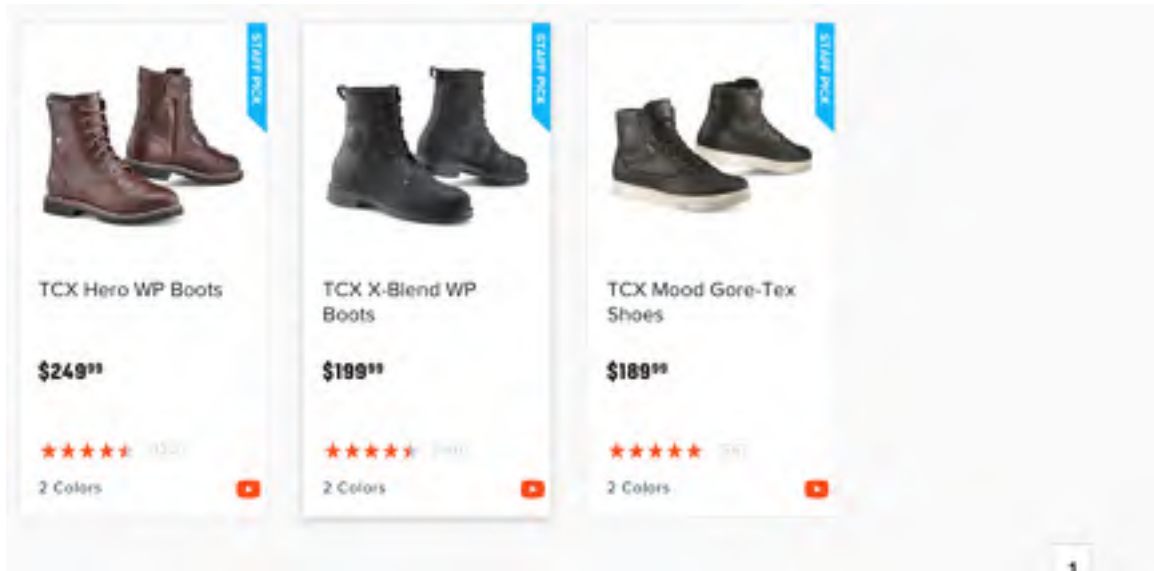
Nitpicks: A little reflectivity would be nice for those inevitable late-night miles a long tour can demand.

The Airwire Surround GTX is also available for a few bucks less. Still featuring the Surround footbed and the Gore Tex waterproofing, these boots ditch a few features and flow a little less air.

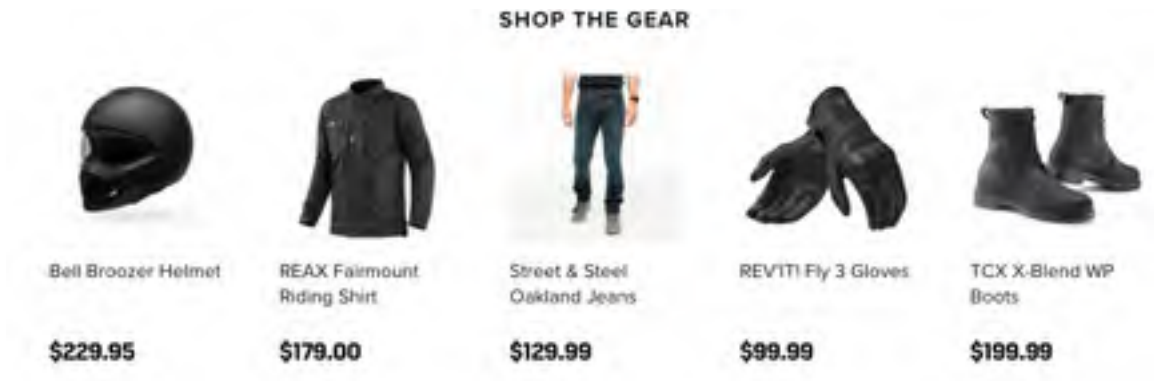


<https://www.revzilla.com/best-v-twin-gear>





<https://www.revzilla.com/common-tread/best-v-twin-gear-guide-2020>



Best urban/casual cruiser boots: TCX X-Blend WP boots

Where would a cruiser rider be without a good pair of boots? The market is absolutely flooded with options, and lots of them look the same. What's the right move?

We can say with confidence that the X-Blend WPs are the boots you'll want. Their neutral styling fits in with just about any cruiser out there. And like any good boots, they come in black or brown, lightly distressed. We appreciated the minimal branding.



TCX X-Blend WP Boots. RevZilla photo.

From a moto perspective, the X-Blend boots have a steel shank, the universal mark of a serious boot. Ankle protection is also along for the ride, plus tough toe boxes and heel cups. Inside, a nice soft lining awaits. The waterproofing makes these boots an easy choice.

Nitpicks: These would be our very favorite casual boots if the toe box and heel cup design was a little beefier. That might detract from the X-Blend's slim silhouette, though.

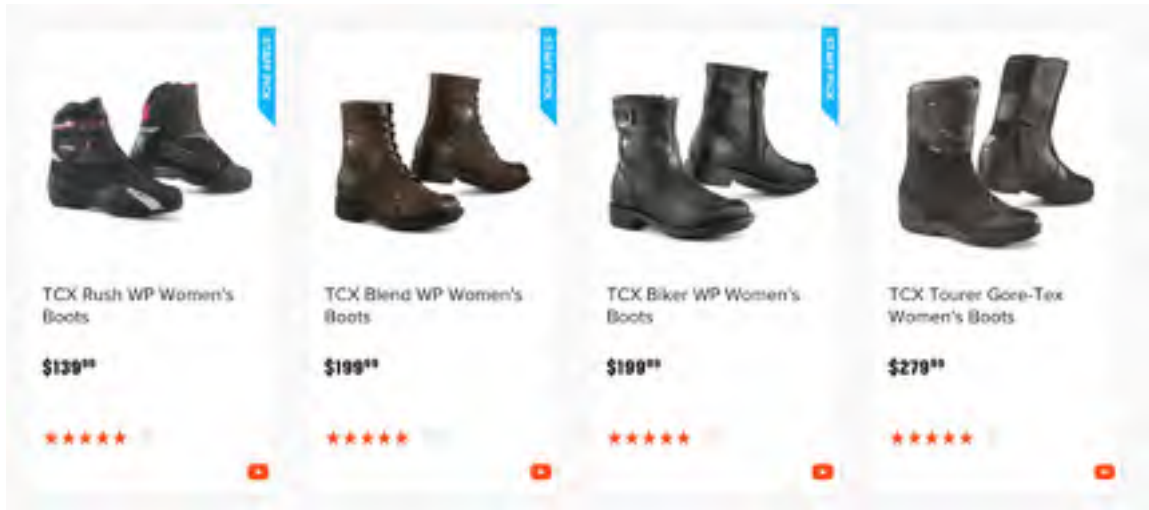


HOME > GEAR GUIDES > BEST WOMEN'S GEAR

Best Women's Gear (4)

Sort by Featured ▾

TCX Boots x [Clear All](#)



Best women's commuter boots: TCX Biker WP boots

TCX made their interpretation of the iconic biker boots, and they called the result... the Biker boots. In terms of style, these are pure classics. Don't let the exterior fool you. Under that full-grain leather is a waterproof lining, reinforced contact points, and a stiffer sole than you'll find in a pair of regular boots. That means real protection while riding, in a boot that looks good both on and off the bike.



TCX Biker WP boots. RevZilla photo.

We were especially impressed to see that TCX is making these boots on a women-specific last. The TCX Biker WP boots are easily 2020's top casual boot for women.

Nitpicks: As we mentioned, the soles are on the stiffer side compared to streetwear, and the leather takes a bit to break in, too. Be patient. It's worth it!

Best women's touring boots: TCX Tourer GTX Women's boots

Your boots can make or break a tour. With the TCX Tourer women's boots, you've got nothing to worry about. They use a breathable Gore-Tex membrane to keep your feet dry without blocking warm air from exiting the boot. The end result is excellent comfort, even over long miles. We'd recommend these boots for two- to three-season riding in warmer weather, which is when most tours are happening, anyway.



TCX Tourer GTX Women's boots. RevZilla photo.

Protection is provided by the cowhide exterior, a firm sole, and reinforcements throughout. As this boot was specifically designed for touring, the inserts and hard parts are unobtrusive and carefully placed. Mesh is placed strategically to keep air flowing through the boots. When we find a better pair of women's touring boots, we'll let you know.

It's worth mentioning that these boots add about an inch and a quarter of lift to your heel internally. Add in the sole, and it works out to around two and a half inches of lift.

Nitpicks: Our only complaint is that more boots should have that internal lift available!



Again, the Tech 7 Enduros would not let a dual-sport rider down. We really liked the X-Hellum's slim profile for manipulating smaller dirt bike foot controls, and at over \$100 less than the Tech 7 Enduros, we'd go for the TCXes every time.

Nitpicks: Breathability isn't great on the X-Hellum boots, either.

Best dual-sport motorcycle boots: TCX X-Helium Michelin boots

Alpinestars' Tech 7 Enduros were our choice for the ADV rider, and they're still a fine option for the avid dual-sporter. We ultimately preferred the TCX X-Helium Michelins for light bikes, however. They offer better feel via their Michelin Hybrid MX sole. Like the Tech 7 Enduros, they also use a microfiber upper. Serious reinforcements make the X-Heliums ready for the trails, including steel toe caps and internal plates to increase grip on the bike's frame. Aluminum buckles add a premium touch.



TCX X-Helium Michelin boots. RevZilla photo.

HOME > GEAR GUIDES > BEST ADV & DUAL SPORT

Best ADV & Dual Sport (1)

Sort by Featured

TCX Boots ✕ [Clear All](#)



TCX X-Helium Michelin Boots

\$249⁹⁹

★★★★★ (1)

2 Colors

<https://www.revzilla.com/best-cafe-racer-gear>



HOME > GEAR GUIDES > BEST STREET / CAFÉ GEAR

Best Street / Café Gear (3)

Sort by Featured

TCX Boots

Clear All



TCX X-Blend WP Boots

\$199⁹⁹

★★★★★ (151)

2 Colors

STAR PICK



TCX Mood Gore-Tex Shoes

\$189⁹⁹

★★★★★ (57)

2 Colors

STAR PICK



TCX Blend WP Women's Boots

\$199⁹⁹

★★★★★ (50)

STAR PICK

<https://www.revzilla.com/common-tread/best-v-twin-gear-guide-2020>

From a moto perspective, the X-Blend boots have a steel shank, the universal mark of a serious boot. Ankle protection is also along for the ride, plus tough toe boxes and heel cups. Inside, a nice soft lining awaits. The waterproofing makes these boots an easy choice.

Nitpicks: These would be our very favorite casual boots if the toe box and heel cup design was a little briefier. That might detract from the X-Blend's slim silhouette, though.



TCX X-Blend WP Boots. RevZilla photo.

Best urban/casual cruiser boots: TCX X-Blend WP boots

Where would a cruiser rider be without a good pair of boots? The market is absolutely flooded with options, and lots of them look the same. What's the right move?

We can say with confidence that the X-Blend WPs are the boots you'll want. Their neutral styling fits in with just about any cruiser out there. And like any good boots, they come in black or brown, lightly distressed. We appreciated the minimal branding.

Ben Gloddy, April 27, 2020

SUBJECT: Trying Times #2

I hope this email finds you well! This has been quite a start to 2020 and nothing any of us could have imagined. Hopefully the second part of the year will be better.

With any luck, we will be kicking off the 2020 MotoAmerica season at the end of May at Road America and the Loudon Road Race Series mid-June! I am anxious to get back to the track and to see all of my race friends and family. This weekend I got to do a little woods riding with my family. It was a blast and now I am giving some serious thought to maybe trying a J-Day event. I think it would be so much fun. Below are a couple of pictures of my little brother, Kyle, and I.

Take care and stay healthy! Ben












Cycle Gear, April 1, 2020

SUBJECT: ALL waterproof, NO worries: The gear to make it happen

		
Tour Master Solution 2.0 WP Air Boots	TCX Explorer 4 GTX Boots	Tour Master Solution 3.0 WP Boots
\$129.99	\$219.99	\$129.99

RevZilla, Press Release April 3, 2020
Subject: Double Your ZillaCash!

 <p>Shoei RF-1200 Helmet - Solid</p>	 <p>Scorpion EXO- R420 Helmet</p>	 <p>TCX X-Blend WP Boots</p>
\$485.99 ★★★★★	\$149.95 ★★★★★	\$199.99 ★★★★★
 <p>TCX Mood Gore-Tex Shoes</p>	 <p>Alpinestars Missile Air Leather Jacket For Tech Air Race</p>	 <p>REV'IT! Eclipse Jacket</p>
\$189.99 ★★★★★	\$599.95 ★★★★★	\$179.99 ★★★★★
 <p>TCX Blaze Boots</p>	 <p>Alpinestars SMX 6 v2 Vented Boots</p>	 <p>Scorpion Covert Helmet</p>
\$99.99 ★★★★★	\$269.95 ★★★★★	\$209.95 ★★★★★

RevZilla, Press Release April 4, 2020

Subject: CT Digest: RevZilla launches new line of Common Tread brand motorcycle care products

BEST CRUISER MOTORCYCLE RIDING GEAR 2020
BY: TEAMZILLA

[READ MORE](#)

LINK: <https://www.revzilla.com/common-tread/best-v-twin-gear-guide-2020>

BEST MOTORCYCLE TOURING GEAR 2020
BY: TEAMZILLA

[READ MORE](#)

LINK: <https://www.revzilla.com/common-tread/best-motorcycle-touring-gear-2020>

RevZilla, Press Release April 5, 2020

Subject: Gear Guides 2020

There's many links that include TCX. Link info is at the beginning on online stories section of the Monthly Focus

RevZilla, Press Release April 6, 2020







Subject: New Gear For Spring

TCX Blaze Boots	Street & Steel Oakland Jeans	REAX 215 Jeans
\$99.99 ★★★★★	\$129.99 ★★★★★	\$169.00 ★★★★★

RevZilla, Press Release April 6, 2020




Subject: EXTENDED 1 DAY: Earn Double Zilla Cash










SHOP BY CATEGORY




 Helmets	 Jackets	 Pants
 Boots & Shoes	 Exhausts	 Tires

RevZilla, Press Release April 13, 2020

Subject: NEW Markdowns to fuel your passion

 Sena 20S EVO Bluetooth Headset With Slim Speakers \$209.00 \$149.50	 TCX X-Five EVO Gore-Tex Boots \$209.99 \$199.99 ★★★★★	 TCX X-Wave Air Shoes \$149.00 \$111.99 ★★★★★
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 <p>TCX X-Wave Air Shoes</p> <p>\$149.99 \$111.99 ★★★★★</p>	 <p>Icon Alliance Dark Helmet</p> <p>\$199.99 \$135.00 ★★★★★</p>	 <p>Sena Momentum Lite Bluetooth-Integrated Helmet</p> <p>\$399.99 \$339.15 ★★★★★</p>
 <p>TCX X-Wave Air Shoes</p> <p>\$149.99 \$111.99 ★★★★★</p>	 <p>Icon Alliance Dark Helmet</p> <p>\$199.99 \$135.00 ★★★★★</p>	 <p>Sena Momentum Lite Bluetooth-Integrated Helmet</p> <p>\$399.99 \$339.15 ★★★★★</p>
 <p>Alpinestars T-GP Plus R v2 Air Jacket</p> <p>\$299.99 \$219.95 ★★★★★</p>	 <p>TCX X-Five EVO Gore-Tex Boots</p> <p>\$219.99 \$199.99 ★★★★★</p>	 <p>REV'IT! Tornado 2 Jacket</p> <p>\$329.99 \$269.99 ★★★★★</p>

 <p>Dainese 4 Stroke EVO Gloves</p> <p>Original Price: \$249.99 \$159.95</p> <p>★★★★★</p>	 <p>TCX Vibe Air Boots</p> <p>Original Price: \$209.99 \$135.99</p> <p>★★★★★</p>	 <p>Icon Alliance Dark Helmet</p> <p>Original Price: \$189.99 \$135.00</p> <p>★★★★★</p>
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RevZilla, Press Release April 16, 2020
Subject: Top Touring Gear of 2020



SHOP NOW

BEST SHORT HAUL TOURING BOOTS

TCX

EXPLORER 4 GTX

A no-nonsense boot for any tourer, the TCX Explorers offer real-world protection, a Gore-Tex lining, and an accessible price point. You owe it to yourself to try a pair.






**BEST LONG HAUL
TOURING BOOTS**






**CLIMA
SURROUND GTX**




Say goodbye to your sweaty soles thanks to the unique ventilation channels in the TCX Clima Surround GTX boots. Stay cool and dry with these excellent waterproof and moisture wicking boots.

RevZilla, Press Release April 19, 2020
Subject: SPRING GEAR: Only the Best!




		
TCX Rush 2 WP Women's Boots	Alpinestars SMX 6 v2 Boots	Alpinestars Stella SMX 6 v2 Boots
\$159.99	\$269.95 ★★★★★	\$269.95 ★★★★★

 <p>Alpinestars SMX Plus v2 Boots</p>	 <p>Alpinestars Tech 7 Enduro Drystar Boots</p>	 <p>TCX Mood Gore-Tex Shoes</p>
\$369.95	\$419.95	\$189.99 ★★★★★

RevZilla, Press Release April 21, 2020
Subject: Clean Out Your Closet!




 <p>TCX Mood Gore-Tex Shoes</p>	 <p>SIDI Adventure 2 Gore-Tex Boots</p>	 <p>Alpinestars SMX 6 v2 Boots</p>
\$189.99 ★★★★★	\$449.99 ★★★★★	\$269.95 ★★★★★

RevZilla, Press Release April 27, 2020
Subject: New DISCOUNTS: Roland Sands & more

 <p>TCX Mood Gore-Tex Shoes</p>	 <p>TCX X-Five.4 Gore-Tex Boots</p>	 <p>TCX Sport Women's Boots</p>
\$189.99 ★★★★★	\$289.99 ★★★★★	\$119.99 ★★★★★




RevZilla, Press Release April 27, 2020

Subject: Thanks for Visiting! We think you'll love these...

		
TCX Mood Gore-Tex Shoes	TCX Hero WP Boots	SIDI Adventure 2 Gore-Tex Boots
\$189.99 ★★★★★	\$249.99 ★★★★★	\$449.99 ★★★★★

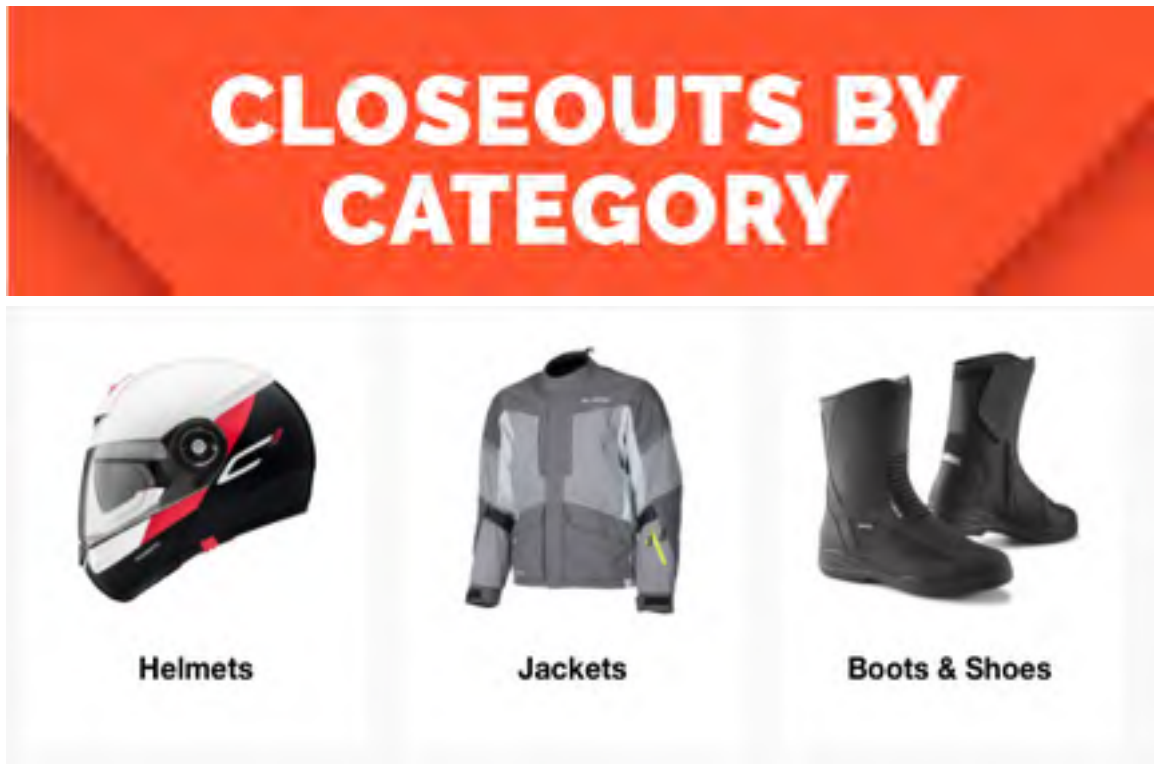
RevZilla, Press Release April 29, 2020

Subject: The Wait is Over!




		
TCX Mood Gore-Tex Shoes	TCX Drifter WP Boots	Dainese New Drake Air Textile Pants
\$189.99 ★★★★★	\$299.99 ★★★★★	\$259.95 ★★★★★

RevZilla, Press Release April 30, 2020

Subject: ADV/Touring DEALS: Discounts that won't last



**CLOSEOUTS BY
CATEGORY**

		
Helmets	Jackets	Boots & Shoes

Social Media

Facebook Fan Page “TCX Boots USA”

Total Likes – 11,314
Total Reach – 937
Post Engagement – 203
Videos: 98
Page Views: 144
Largest Audience – Male 18-24 (36%)
Overall Audience: 93% Men / 7% Women

Best Post – 02APR20 - #tbt Thanks Robby Renner ! #focusonboots #history #oxtar

488 Reach, 6 Likes, 8 post clicks, 8 Reactions, Comments & Shares, 16 Engagements



Posts of Note:



Twitter "TCXBootsUSA"
Followers – 402



Apr 2020 - 29 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 1,357 impressions

When all is said and done, we will
[#ridemore](#) 🏍️ [@scottcox](#) // [#comepevo 2](#)
[@michelin](#) // [#letsgetoutthere](#) #soon
[#cantwait](#)

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[#focusonboots](#) [#tcxboots](#) [#tcxriders](#)
[#teamtcx](#) [#tcxracers](#) [#ridetcx](#) [#tcxusa](#)
[#tcx](#) [pic.twitter.com/VvGijjweJ](#)



👍 1 🗨️ 1 📷 3

View Tweet activity

View all Tweet activity

Top Follower followed by 8,482 people



Remy Gardner

[@GardnerRemy](#) Follows you

SAG Racing Moto2 rider in [@MotoGP](#) [#Moto2](#). Love doing crazy stunts and having a good time! Instagram: [remygardner](#) 📷

View profile

Top mention earned 586 engagements

 **Remy Gardner**
[@GardnerRemy](#) Apr 11

So how many times do I put my foot down during this trials in the garden challenge?
[@TCXBoots](#) [@TCXBootsUSA](#)
[#RidersAtHome](#) [#StayHomeSaveLives](#)
[@SAGRacingTeam](#) [@MotoGP](#) [#Moto2](#)
[pic.twitter.com/N1e0EUUaD2](#)



👍 13 🗨️ 5 📷 17

View Tweet

Top media Tweet earned 456 impressions

When you gotta work but still come into the office. [#staysafe](#) [#ridemore](#)
[#businesscasual](#) [#workattire](#) [#boots](#)

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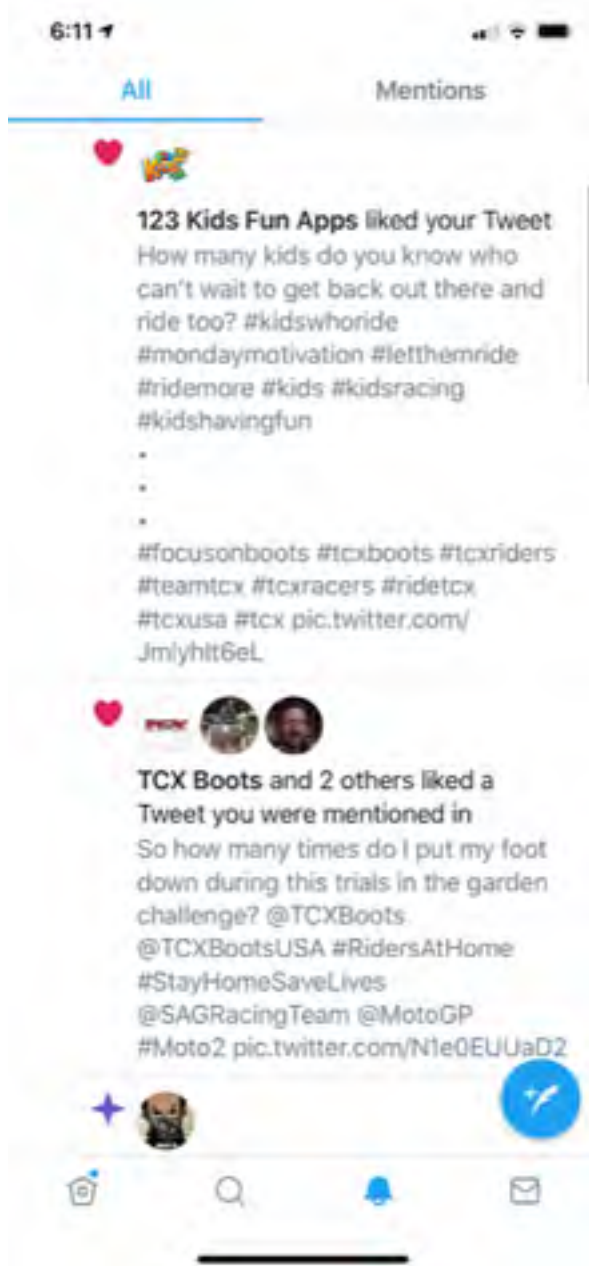
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[#teamtcx](#) [#ridetcx](#) [#tcxusa](#)
[pic.twitter.com/B08MEllG](#)



Tweets of Note:



Instagram @tcxbootsusa

Total Followers – 15,787 thru April 30, 2020

38 posts for the month & 2 Albums

Most Engagement: There is a consistent viewing of racing pics and the pics that I shoot in my studio. The most recent series I shot, RED series, had a large uptick. The RT-Race Pro Air colorway is a HUGE hit.

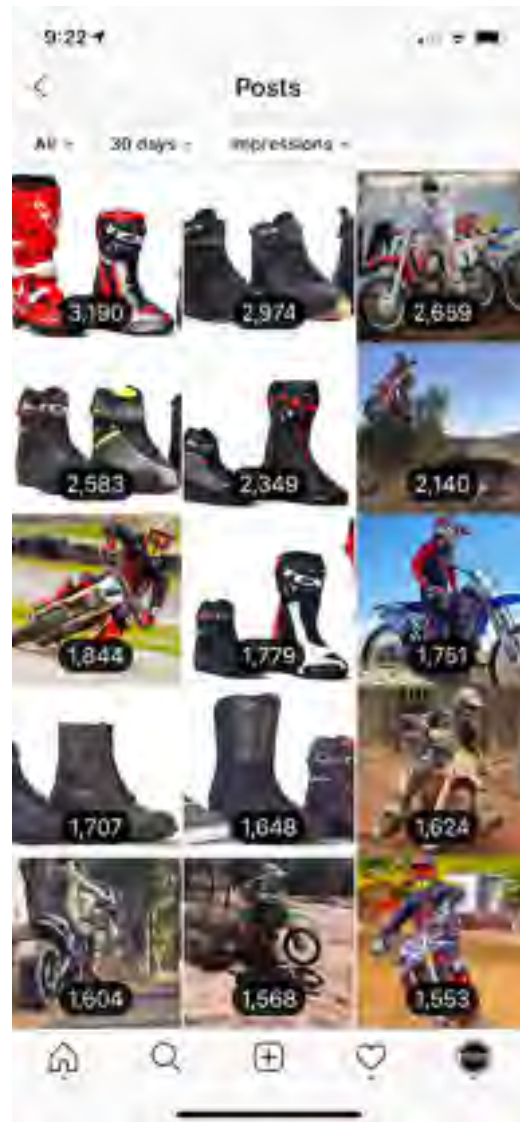
Top Hashtag: #tcxracers

Average Post: 76 Likes & 1 comment

Website Clicks: 96

Audience: 90% men / 10% women (same as last month)

Top Post Received 313 Likes and 6 Comments



Posts of Note:



jev sent a direct message

Jev is a DAS LABS Brand Ambassador. He wanted to get his Street Ace WP Black boots re-soled. I talked him into just buying a new pair.



