

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

Testimonials:

On Feb 6, 2020, at 8:47 PM, Larry Zhang <larryzhang6263@gmail.com> wrote:

Hi TCX,

I normally never do this, but THANK you so much for your product, the TCX Mood Gore-Tex Adult Street Motorcycle Boots. I am a US 9 (10.25" L x 4.5" Wide (4E)) and because of my wide feet, 4E, I never find shoes fit me by anyone besides New Balance. I just got into motorcycling, and man are you guys a LIFE SAVER. These actually fit me stock, and I'm just using a shoe widener to quicken up the break in period.

Y'all are a god send, I plan to wear these around even when I'm not riding probably - that's how much I like these.

--

Larry Zhang - Registered Nurse, Clinical Nurse I, UMMC

TCX Current Advertising

Web Advertising

- Nothing at this time.

Print/Online Advertising

- Nothing at this time.

Print and Online Publications

American Iron Magazine, Issue 384
TCX Cafe Race & Vintage Boots, Page 72

PRODUCT REVIEW • BY PHILLIP A. COTNER

TCX Cafe Race and Vintage Boots

Lady Blood and Lady Blood Motorcycle Boots

When you think of motorcycle boots, you probably think of a pair of black, leather boots with a high top and a thick sole. But TCX has been making high-quality motorcycle boots for decades and was the first to introduce a Gore-Tex motorcycle boot. The TCX Lady Blood and Lady Blood boots are a perfect example of TCX's commitment to quality and innovation.

The Lady Blood boots are made from a combination of leather and synthetic materials. They feature a Gore-Tex membrane that keeps your feet dry and comfortable. The boots also have a thick, cushioned sole that provides excellent support and protection.

TCX has always been known for its commitment to quality and innovation. The Lady Blood boots are a perfect example of this. They are made from the best materials and are built to last. They are also comfortable and easy to wear.

If you are looking for a pair of high-quality motorcycle boots, the TCX Lady Blood boots are a great choice. They are made from the best materials and are built to last. They are also comfortable and easy to wear.

SOURCE:
TCX
Lady Blood Motorcycle Boots. Visit us at www.tcxboots.com

Cycle News Issue 05, February 4, 2020
Nothing this week

Cycle News Issue 06, February 11, 2020

IN THE WIND, Page 37
Fong To MotoAmerica Superbikes

Fong To MotoAmerica Superbikes

Team Hammer, Inc. announced that 2019 MotoAmerica Supersport Champion Bobby Fong has signed to contest the 2020 MotoAmerica Superbike Series on an M4 Ecstar Suzuki GSX-R1000.

Fong earned the promotion to Superbike duty with his breakout 2019 season, in which he locked up the Supersport crown a round early, winning six times and finishing second 14 times.

Fong will team with 2017 MotoAmerica Superbike Champion Toni Elias on the M4 Ecstar Suzuki squad.

First off, I couldn't be more excited for a second year with Team Hammer," said Fong. "To

pe with Suzuki is awesome, as well. I'm glad to be back in Superbike again, and we all know how competitive the Suzuki GSX-R has been. I'm looking forward to the new challenge of racing a top-level Superbike with a good electronics package, but I also get to work with the same crew that helped me win the championship last year. Josh Hayes will also return as my riding coach. He helped me a lot last season, on and off the track, and helped me mentally approach winning a championship with some good ideas. Our competition will be tough, and my



Bobby Fong will join Toni Elias on the M4 Ecstar Suzuki.

teammate Toni Elias is excellent. But my job is to get the number-one plate back for Suzuki. We knew we have some adjustments to make but my goal is stay in the hunt early and build momentum as the season goes on. It won't be easy, but we expect to do well and we know the bike is competitive." **CN**

FEATURE, Traction Reimagined, Page 90-97

TRACTION REIMAGINED
With the all-new DT4, Dunlop remakes, replaces and improves the legendary—and four-decade-old—DT1/DT2/DT3 dirt track tire.

High-performance tires are essential to a dirt track rider's success. For over 40 years, Dunlop has been the go-to brand for the world's best riders. Now, with the all-new DT4, Dunlop is reimagining the dirt track tire. The DT4 is a complete redesign of the DT1/DT2/DT3, offering a new level of performance and durability. It's a tire that's built to last, and it's a tire that's built to win.

Cycle News Issue 07, February 19, 2020

IN THE WIND, Page 36
Hancock calls it a career

P32

IN THE WIND

Hancock Calls It A Career

One of America's greatest racing champions is calling it a career. Four-time Speedway World Champion Greg Hancock, from Costa Mesa, California, announced his retirement from professional racing on February 15.

"Greg Hancock is among the most successful competitors in the past motorcycle racing, but in all of his sports," said AMA President and CEO Rod Dungey. "His four world titles came from among the greatest riders of all time, a fact amplified by the fact his non-competitive career performance spanned four decades. We thank Greg for being a prolific and successful representative of America on the world stage, and we wish him well in a much-deserved retirement."

Hancock, 46, won his most recent FIM Speedway World Championship in 2016. His other FIM Speedway titles came in 2014, 2011 and 2007. In the United States, he won eight AMA Speedway National Championships. Hancock also won FIM Team and FIM World Championships, as well as many European domestic league titles during his career.

He was named *Cycle News 2019 Rider of the Year* after earning his second FIM Speedway World Championship in November 14 years after the first.

"I want to extend my sincere gratitude to everyone at the AMA and the FIM for providing me the many years of incredible speedway racing, which eventually became my life's action!" Hancock said. "Although I am stepping away from competing, I do not plan to exit the scene. I have plans that will keep me close to the sport and will see ahead the goals in the weeks ahead!"

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Four-time FIM Speedway World Champion Greg Hancock announced his retirement from professional racing at the age of 46.

Cycle News Issue 08, February 25, 2020

IN THE WIND, Page 50
M4 Ecstar Suzuki Signs Kelly, Dumas, Silva (Team Hammer)

IN THE WIND

M4 Ecstar Suzuki Signs Kelly, Dumas, Silva

Team Hammer, Inc. has announced the signing of Sean Dylan Kelly, Lucas Silva and Alex Dumas. Kelly and Dumas will contest the 2020 MotoAmerica AMA/FIM North American Supersport Championship on M4 Ecstar Suzuki GSX-R600s, while reigning Twins Cup Champion Dumas moves up to the Stock 1000 class on an M4 Ecstar Suzuki GSX-R1000.

"I'm absolutely pleased to be racing another season with Team Hammer and ready for my second year in the Supersport class," said Kelly. "My goal was to race two years in Supersport and the idea is to take what I learned the first time and do more."

"Last year was great," added Kelly. "We had some nice ac-

Team Hammer announced the re-signing of Sean Dylan Kelly (pictured), Lucas Silva and Alex Dumas.



local racing scene with his older brothers.

"This is an amazing opportunity to race with Team Hammer and my family has worked hard to achieve it," said Silva. "It is a

continue with the Team Hammer squad in 2020, contesting the MotoAmerica AMA/FIM North American Stock 1000 Championship on an M4 Ecstar Suzuki GSX-R1000.

Dirt Bike Magazine, March Issue
Nothing at this time

Motocross Action Magazine, February Issue
Nothing (again too) this month

Road Racing Magazine, March Issue

QUICK LOOK, 2020 Suzuki Katana GXS S1000S

QUICK LOOK:
2020 SUZUKI
KATANA GXS-S1000S




HIGH STYLE,
BIG TORQUE

By David Swartz

The 2020 Suzuki Katana GXS-S1000S is a... (text continues)



... (text continues)

THE ADVENTURES OF A RACER

By Chris Birch



Racing the Suzuki Katana... (text continues)



... (text continues)

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

AMA National Hare & Hound, February 27, 2020

Subject: ROUND 3: The Mint 400! Read for Full Details



JACOB ARGUBRIGHT Featured

Cody Barnes, February 2, 2020

SUBJECT: National enduro round 1 race report

Hey guys here is my race report from round 1 of the National Enduro series which was held in Sumter SC today. My day started off well with finishing inside the top 2 for the first two tests. In test 3 I had a costly mistake making me drop to 2nd place and loose to much time to make up in the remaining test. I was able to finish 2nd place in Pro 2 class and 11th overall.

Thank you for all the support, Cody Barnes

Photos by: @egutishphotography



<https://ridetcxboots.com/focus-on-cody-barnes-14/>

Cody Barnes, February 23, 2020

SUBJECT: Gncc round 1 Race report

The season opener of the Gncc race series this year was at Big Buck in Union, South Carolina. With this round being my very first race in the Xc2 class at gncc I was a bit nervous. I got off to a good start and I was with the front pack for most of the first lap. The first two laps I rode pretty tight and that cost me some positions and time. I found my groove and was able to make some good laps at the end of the race. I finished 6th in the XC2 class and 13th overall. My beta 250RR was handling the rough track super well and was running awesome! I now know what I need to work on for the next round to be up there and not loose that front pack. Looking forward to giving it another shot here in two weeks! Thank you for your support, Cody Barnes

Photos: Ken Hill



<https://ridetcxboots.com/focus-on-cody-barnes-15/>

RevZilla, Press Release February 3, 2020




Subject: Psst! Go with TCX for your next pair of boots

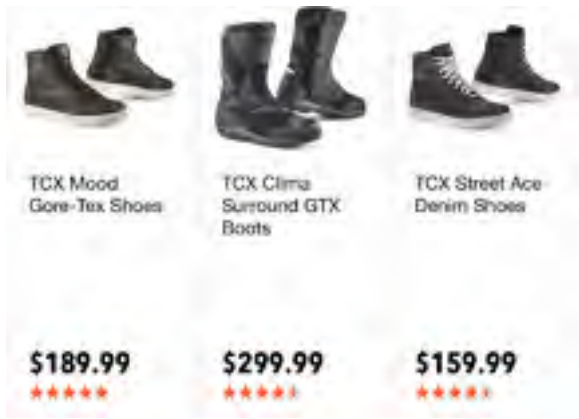




STYLE FOR HOWEVER YOU RIDE

[SHOP ALL TCX](#)

		
TCX Rook WP Boots	TCX Explorer 4 GTX Boots	TCX Speedway Boots
\$189.99	\$219.99	\$399.99



RevZilla, Press Release February 07, 2020

Subject: LEATHER: What do the different types do?



★★★★★

TCX
FOCUS ON BOOTS

EXPLORER EVO GORE-TEX BOOTS

SYNTHETIC

COST-EFFECTIVE AND STILL PLENTY STRONG.
THE VEGAN CHOICE!

~~\$219~~ \$149

SHOP NOW

Team Hammer, Press Release February 4, 2020

Subject: Reigning Supersport Champion Bobby Fong to Race M4 ECSTAR Suzuki Superbike

Brea, CA (February 4, 2020)-Team Hammer, Inc. is pleased to announce that 2019 MotoAmerica Supersport Champion Bobby Fong has signed to contest the 2020 MotoAmerica Superbike Series on an M4 ECSTAR Suzuki GSX-R1000.

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Bobby Fong won the 2019 MotoAmerica Supersport Championship.
Photo by Brian J. Nelson.

Social Media

Facebook Fan Page "TCX Boots USA"

Total Likes – 11,187
Total Reach – 1079
Post Engagement – 100
Videos: 8
Page Views: 215
Largest Audience – Male 18-24 (37%)
Overall Audience: 93% Men / 7% Women

Best Post – Feb. 17, 2020 - " ... and a vehicle pulled out in front of me and I went down with my foot trapped under the left cylinder head, which cracked--the cylinder head, that is, not my foot! My TCX boots are the ONLY reason my ankle wasn't obliterated."
826 Reach, 11 Likes, 51 post clicks, 16 Reactions, Comments & Shares, 67 Engagements



Posts of Note:



WRN Women Riders Now ✓ Liked as Your Page
January 31 at 4:18 PM · 🌐

Good quality women's moto boots (that are fashionable too) are hard to find! The TCX Boots USA Lady Blend and Lady Biker boots are two of our current favorites, and we think you'll love them too. Read our in-depth review here: http://www.womenridersnow.com/.../gear_review_tcx_womens_cafe...



Women Riders Now Learn More
Magazine

 Tammie Perez, Max Warden and 199 others 1 Comment 8 Shares

 Like  Comment  Share 

Twitter "TCXBootsUSA"
Followers – 397

Feb 2020 + 28 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 541 impressions

Are you [#racing](#) or going for a [#ride](#) this weekend? Racer: [@pacman_chosenfewmc](#) 🏍️ [@caliphotovideo](#) | [@autoclubspeedway](#) [#superstock](#) [#expert](#) [#novice](#)

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[#focusonboots](#) [#tcxboots](#) [#tcxrider](#)s
[#teamtcx](#) [#tcxracers](#) [#ridetcx](#) [#tcxusa](#)
[#tcx](#) pic.twitter.com/pxnTBKCUTj



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View Tweet activity

View all Tweet activity

No new followers in February

Grow your audience and deliver your content to more people on Twitter.

Learn more about increasing your followers



Top mention earned 6 engagements

 **Robby Renner**
[@Renner153](#) · Feb 28

Lean wit it. [@tcxbootsusa](#) fxmoto
[scottssportsusa](#) [@activeride](#)
[@david_jando_wfo](#) photo
[instagram.com/p/B9DDwvARzQ/...](#)

View Tweet

Top media Tweet earned 485 impressions

[#mondaymotivation](#) with [@codybarnes099](#)
🏁 [#pro2](#) / 11 overall | 🏍️
[@egutishphotography](#) | [#racing](#)
[#nationalenduro](#) [#loop](#) [#bigtest](#) [#offroad](#)
[#woohoo](#)

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[#teamtcx](#) [#tcxracers](#) [#ridetcx](#) [#tcxusa](#)
[#tcx](#) pic.twitter.com/S0PwifKbaD



View Tweet activity

View all Tweet activity

Instagram @tcxbootsusa

Total Followers – 15,446 thru February 29, 2020

39 posts per day for the month

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

Top Hashtag: #motorcycle

Average Post: 75 Likes & 1 comment

Website Clicks: 25

Audience: 90% men / 10% women

Top Post Received 243 Likes and 7 Comments

