

TCX Boots Monthly Focus – January 2020

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

TCX Current Advertising

**Web Advertising**

- Nothing at this time.

**Print/Online Advertising**

- Nothing at this time.

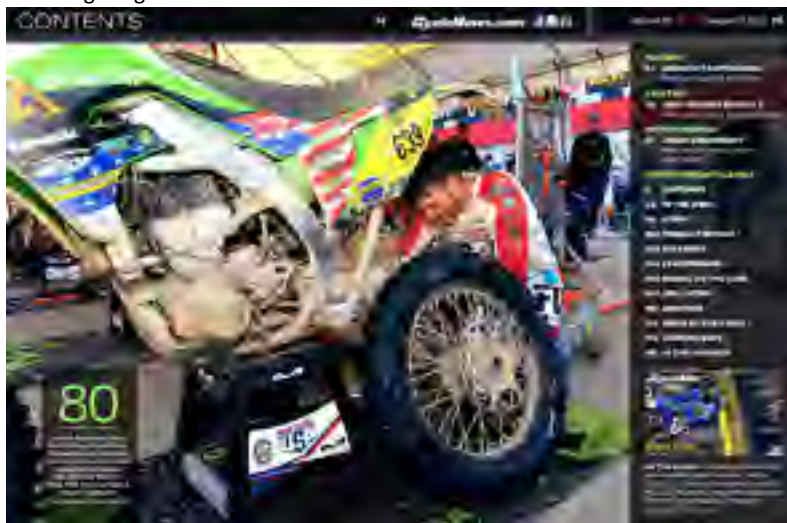
Print and Online Publications

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**Cycle News** Issue 01, January 7, 2020

CONTENTS, Pages 4-5

Jacob Argubright featured



INTERVIEW, Pages 80 - 94





Cycle News Issue 49, December 10, 2019

Nothing

Cycle News Issue 02, January 14, 2020

IN THE WIND, Page 44-46  
Argubright Solos To Parker 250 Win



IN THE WIND, Page 47  
Halbert Joins Coolbeth-Nila Racing

**CycleNews.com** [Facebook] [Twitter] [Instagram] VOLUME 17 NUMBER 7 JANUARY 14, 2020 P47

### Halbert Joins Coolbeth-Nila Racing

Coolbeth-Nila Racing signed Sammy Halbert to pilot a Coolbeth-Nila Indian FTR750 in the 2020 AFT SuperTwin class. Halbert has scored a victory in the class. Halbert will ride a Coolbeth-Nila Indian FTR750 at the AFT SuperTwin class in 2020.

IN THE WIND, Page 52  
Elias Joins M4 Ecstar Suzuki for 2020

**IN THE WIND** P52

### Elias Joins M4 Ecstar Suzuki For 2020

Time Elias will race for M4 Ecstar Suzuki in the 2020 MotoAmerica Superbike Championship.

Elias is the 2017 MotoAmerica Champion and fourth on the all-time winners list with 27 MotoAmerica victories in just two seasons, so it's not exactly surprising the Spanish legend will front Suzuki's main team, once again, now that Yamaha's Suzuki has closed its doors.

"I am excited for this new year and happy to build something together with Suzuki and team Hammer. The goal is to keep performing at the same (high) level, continuing to win races, win the podium, and fight for the championship. We have a lot of work to do as the competition will be strong, so we know we must do a nice job and have a good effort. We are very determined, and I am happy to get this opportunity."

Prior to coming to MotoAmerica, Elias was the 2010 MotoGP World Champion and a Grand Prix winner in the MotoGP, MotoGP, 250cc and 125cc World Championships.

No word has been released on the specific role at M4 Ecstar Suzuki. **EN**

### John McGuinness Joins



Cycle News Issue-03, January-21  
Nothing

Cycle News Issue-04, January-27

IN THE WIND, Page 32  
Team Australia Wins Island Classic  
Josh Hayes featured



IN THE WIND, Page 36-38  
Argubright Wins National Hare & Hound Opener



**Dirt Bike Magazine**, February Issue

America's Best Off-Road Riders  
Jacob Argubright highlight

he WORCS Pro 2 Pro season, he finished the U.S. to its apogee with a second in coming, and it almost later.



the racing world. His 2019 season consisted of flat track, hill-climbing, motocross, the Red Bull Straight Rhythm and ultimately the ISDE. You would think that would be a recipe for mediocrity, but Sipes runs up front in everything he does, and without him, the U.S. victory in Portugal would not have been attainable.



**JACOB ARGUBRIGHT**  
**AMA National Hare & Hound Champion**

ro #2 riders in the off-road is a tough part is figuring out what was the winningest and to settle for second using the first round. rable.

Never has a championship been so well-deserved and so long overdue. In 2019, Jacob Argubright finally won the AMA National Hare & Hound title after years of interruptions and injuries. He won in style, too, with five overall wins in the nine-race series. It's a crown that fits him well.

FEBRUARY 2020 / DIRT BIKE 73

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

**Road Racing Magazine**, January / February Issue



Left: Roni Hammer will run Suzuki's MotoAmerica Superbike program in 2020. Here, the team celebrates Robby Foyt winning the 2019 Supercard Championship in the season finale at Barber. Photo by Brian J. Nelson. Above: Left/Matthew Scholtz tested his Westby Yamaha at COTA. Photo by Alonzo Contreras/courtesy Westby Racing. Above: Right: Harley-Davidson's expanded 2020 MT team team includes Jared Vanderkooij (left) on a 2019 MT. Photo courtesy Harley-Davidson. Below: right: Chris Ravest (left) on an All-Motorsports Yamaha in MotoAmerica's Twin Cup at Barber. Photo by Brian J. Nelson



Adventures of an Ex-Racer, Page 58



I have always been working on the 2010 goal for my family's future (read: my job). Naturally, I've always been someone who is interested in motorcycles, and since I've been an adult, I've got a lot of experience with it. I'm a pretty big fan of the sport, and it's pretty important when running a world-class, multi-state racing business. I think we can say the sport means a lot to me, and the DSM also means a lot to me. I'll be back in the pits in the fall of 2010.

But I have another thought. I'm not sure if you're an adult, but I'm not sure if you're a fan of the sport. I'm not sure if you're a fan of the sport, but I'm not sure if you're a fan of the sport. I'm not sure if you're a fan of the sport, but I'm not sure if you're a fan of the sport. I'm not sure if you're a fan of the sport, but I'm not sure if you're a fan of the sport.

On December 12, 2010, Team Hammer finished the agreement with Suzuki and Suzuki was a great success. An almost easy thing to do, but the machine was perfect. A lot of people were happy for the Suzuki, who they were outraged because they thought we were just a company. It's a great thing to do, but I'm not sure if you're a fan of the sport.

Many people have said that Team Hammer has been a great success since 1989. This lack of recognition is due to a long-term change in the fan base over time, and our focus on providing the committed fanbase with the best experience possible. In 2010, we were the only team in the world that had a Suzuki. Through the years, the business has been a great success, and it's always been a great success. It's always been a great success, and it's always been a great success.

The team was founded in 1989 by the late Chris Ulrich, who was 20 and 30 years old, respectively, at the time. It was a team of 100-150 people, and it was a team of 100-150 people. It was a team of 100-150 people, and it was a team of 100-150 people.

1. *Adventures of an Ex-Racer*, January/February 2010



Team Hammer in victory lane at the season finale, with AMA Supermoto Superstar Champion Jimmy King and Team Cap Champion Alex Dumais and their winning bike. The team finished the full-time season with 13 wins, and earned 27 podium finishes in the 2010 AMA Supermoto series. Photo by Josh Sabinson.

...and I've always been a fan of the sport. I'm not sure if you're a fan of the sport, but I'm not sure if you're a fan of the sport. I'm not sure if you're a fan of the sport, but I'm not sure if you're a fan of the sport. I'm not sure if you're a fan of the sport, but I'm not sure if you're a fan of the sport.

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**TECH AIR**

MIX VAN  
AGE 14

**WE TRUST THIS MUCH**

BIKE VAN | STG FOUNDER, OWNER, RIDER, DAD  
WWW.SPORTBIKETRACKGEAR.COM

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

Online Articles and Press Releases

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**MotoAmerica.com**, January 10, 2020

Toni Elias Joins M4 ECSTAR Suzuki for 2020 MotoAmerica Superbike

The following is from Team Hammer...

Team Hammer is happy to announce that Spanish superstar Toni Elias will spearhead its M4 ECSTAR Suzuki program in MotoAmerica Superbike as the team steps up to take on the role of Suzuki's premier road race team in the United States. ...

<https://motoamerica.com/2020/01/toni-elias-joins-m4-ecstar-suzuki-for-2020-motoamerica-superbike/>

**MotoAmerica.com**, January 13, 2020

The Friday 5: Five Questions With Liqui Moly Junior Cup Rider Jamie Astudillo



<https://motoamerica.com/2020/01/the-friday-5-five-questions-with-liqui-moly-junior-cup-rider-jamie-astudillo/>

**RoadRacing World**, January 22, 2020

International Island Classic: Preview Stars Josh Hayes, Melissa Paris And Son

© 2020, Roadracing World Publishing, Inc. From a press release issued by Phillip Island Grand Prix Circuit:



<https://www.roadracingworld.com/news/international-island-classic-preview-focuses-on-josh-hayes-and-melissa-paris/>

**Ultimate Motorcycling**, January 16, 2020  
2020 Triumph Thruxton RS Review (17 Fast Facts)

### RIDING STYLE

- Helmet: [Arai Regent-X](#)
- Jacket: [Spidi Garage](#)
- Gloves: [Spidi Bora](#)
- Jeans: [Spidi J-Tracker](#)
- Boots: [TCX X-Blend WP](#)



<https://ultimatemotorcycling.com/2020/01/16/2020-triumph-thruxton-rs-review-17-fast-facts/>

**Women Riders Now**, January 08, 2020  
Gear Review: TCX Women's Café Race and Vintage Motorcycle Boots

[http://www.womenridersnow.com/pages/gear\\_review\\_tcx\\_womens\\_cafe\\_race\\_vintage\\_motorcycle\\_boots.aspx](http://www.womenridersnow.com/pages/gear_review_tcx_womens_cafe_race_vintage_motorcycle_boots.aspx)





**American Flat Track**, January 7, 2020

**Subject:** Coolbeth-Nila Racing Signs Sammy Halbert for AFT SuperTwins



**Photo Credit:** Zach Prescott/American Flat Track  
Click photo to access high-res image for editorial use.

**AMA National Hare & Hound**, January 27, 2020

**Subject:** Argubright, Gieger and Conatser Top the Ranks at Round 1

JACOB ARGUBRIGHT TAKES THE OVERALL VICTORY



**Ben Gloddy**, January 08, 2020  
**SUBJECT:** 2020 Race Season Kick Off Party!



Good Afternoon,

2019 was a big year of learning and adapting for me. I feel like I grew a lot both on and off the track. The support that I know I have behind me is a huge motivator, it doesn't matter if it is financial support or words of encouragement, knowing I have so many people that believe in me, keeps me going every day. I am really excited about the upcoming MotoAmerica Junior Cup Season. As a way to both kick off my 2020 season and to help me offset some of the expenses associated with chasing this dream, the Broken Spoke Saloon in Laconia, NH is helping me out by hosting a spaghetti dinner. We had a similar event last year. It was a lot of fun and it was a large part of the reason why I was able to race all of the MotoAmerica Junior Cup races that I was eligible for in 2019. For the upcoming season, I believe I will be a very competitive front runner and I will fight for the Junior Cup Championship every step of the way.

Thank you for taking the time to read this email. I am really looking forward to this event, I hope you will join me!

Thank you for your support.

**Cody Johncox**, January 26, 2020  
**SUBJECT:** Cody Johncox January race report.

The last week and half I decided it was time for me to get out of New York's undisiding weather and go south so I can get a little bit of ridding in for the winter in Florida. I got down there the Thursday before Corey Texter's Winter Throw Down. ...

continued

<https://ridetcxboots.com/focus-on-cody-johncox-8/>





**Jacob Argubright**, January 16, 2020  
**SUBJECT:** Jacob Argubright Wins BITD Parker 250!





**Jacob Argubright**, January 28, 2020

**SUBJECT:** Jacob Argubright Wins AMA National Hare & Hound Opener!

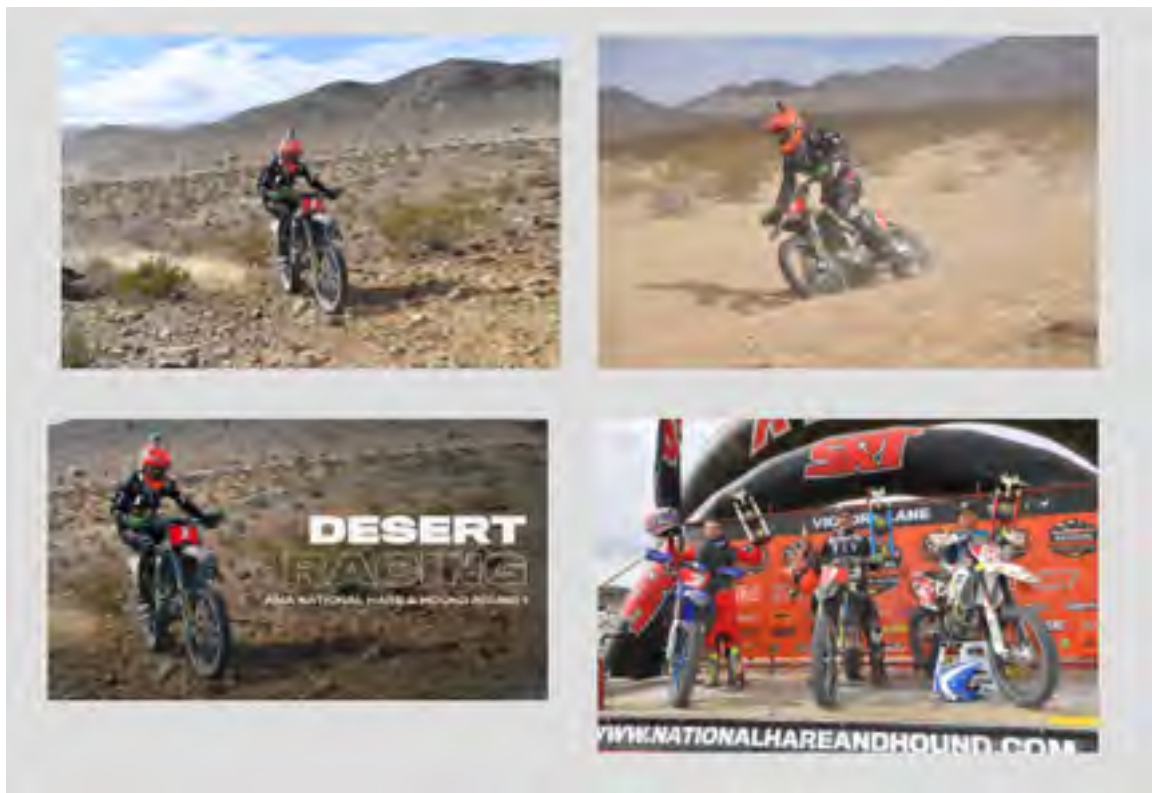
AMA National Hare and Hound- Round 1 Official Results:

1. Jacob Argubright
2. Nick Burson
3. Ryan Smith
4. Zane Roberts
5. David Kamo







<https://ridetcxboots.com/focus-on-jacob-argubright-12/>

Helmet CAM video:




<https://www.youtube.com/watch?v=r7Tt0DuC930>



RevZilla, Press Release January 3, 2020  
Subject: Fresh Price Drops.

 TCX X-Five EVO Gore-Tex Boots  \$199.99 ★★★★★	 REAX 215 Jeans  \$169.00 ★★★★★	 Stylmartin Rocket Boots  \$315.00 ★★★★★
 RAM Mounts Universal Cell Phone Holder Kit  \$60.99 ★★★★★	 TCX X-Wave Air Shoes  \$111.99 ★★★★★	 Dainese Assen Perforated Leather Jacket  \$299.95 ★★★★★

RevZilla, Press Release January 4, 2020  
Subject: Riders are loving this LEATT NECK BRACE deal

 Alpinestars Tech 7 Boots  \$297.46 ★★★★★	 Forma Predator 2.0 Boots  \$449.00 ★★★★★	 TCX Comp EVO Boots  \$377.99 ★★★★★
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RevZilla, Press Release January 14, 2020

**Subject:** Thanks for Visiting! Treat yourself to this...

NOTE: Images were full width length feature images.



TCX Blaze Boots

**\$99.99**

SHOP NOW



TCX Rush Air Boots

**\$129.99**

SHOP NOW



TCX Fuel WP Boots

**\$289.99**

★★★★★

SHOP NOW



RevZilla, Press Release January 19, 2020  
Subject: NEW GEAR from your favorite brands

Schuberth C4 Pro Carbon Delta Helmet	Dainese York D-WP Shoes	TCX Rook WP Boots
<b>\$849.00</b>	<b>\$189.95</b>	<b>\$189.99</b>

RevZilla, Press Release January 21, 2020  
Subject: Motorcycle boots > regular boots. Now to choose the right pair...

NOTE: TCX Featured in all product categories including Key Feature points.

TCX Rook WP Boots	Icon Patrol 2 Boots	Alpinestars SMX-1 R Vented Boots
<b>\$189.99</b>	<b>\$190.00</b> ★★★★★	<b>\$159.95</b> ★★★★★

**RACE BOOTS**

What the pros wear for high tactile feedback and maximum protection from slides, twists and hyperextension. Most models offer replaceable hard parts.


**SHOP RACE**

 <p>TCX Mood Gore-Tex Shoes</p>	 <p>TCX Street Ace Air Shoes</p>	 <p>Roland Sands Fresno Shoes</p>
<b>\$189.99</b> ★★★★★	<b>\$159.99</b> ★★★★★	<b>\$200.00</b> ★★★★★
 <p>Gaerne G- Adventure Boots</p>	 <p>SIDI Canyon Gore-Tex Boots</p>	 <p>TCX Baja Gore- Tex Boots</p>
<b>\$251.96</b> ★★★★★	<b>\$324.99</b> ★★★★★	<b>\$369.99</b> ★★★★★

RevZilla, Press Release January 22, 2020  
**Subject:** Our customers' favorite boots just may be yours, too...



**RIDING SHOES**



**TCX**  
Street Ace WP

**STYLISH AND SUBSTANTIAL**  
"They look awesome. There is no way to tell they are protective footwear if they are worn with jeans."  
-Cody C.

**SHOP STREET ACE WP**

Social Media

Facebook Fan Page "TCX Boots USA"

Total Likes – 11,201  
Total Reach – 934  
Post Engagement – 316  
Videos: 12  
Page Views: 258  
Largest Audience – Male 18-24 (38%)  
Overall Audience: 92% Men / 8% Women

Best Post – January 26, 2020 - Dolly Parton, am I doing this right? [#focusonboots](#)



567 Reach, 4 Likes, 18 post clicks, 7 Reactions, Comments & Shares, 24 Engagements



Posts of Note:

MX Boot Resole & Repair are the only US cobbler with the bladder press that can fix the COMP EVO Michelin, COMP EVO 2 Michelin and X-Helium Michelin boots.

Greg has his store shirts with TCX Logos (on the front). He said next time I stop in he'll give me one.

<https://www.youtube.com/watch?v=s3XRAFTZ4nk&>



Twitter "TCXBootsUSA"  
Followers – 400

**Top Tweet** earned 352 impressions

Have a safe and happy #newyear from all of us at #tcx ! #focusonboots #bye2019hello2020  
[pic.twitter.com/j6ylah19w0](https://pic.twitter.com/j6ylah19w0)



👍 4

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

**Top Follower** followed by 1 people



**philsarge**  
@philsarge1 [Followed you](#)

Nothing

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

**Top mention** earned 12 engagements

**jd friebel**  
@endurojd · Jan 6

Who's ready to get the year started. #nepg #woodsraming #enduro @MooseRacing enduroengineering kendatire @tcxbootsusa grizzlypeakmarketing @Nuetehtesting @motorexusa @xcgear @keytimemotorsports hbdmotografx... [instagram.com/p/B69mhKCADp0/...](https://instagram.com/p/B69mhKCADp0/)

👍 1

[View Tweet](#)

**Top media Tweet** earned 310 impressions

Checkout the #TCX Lady Blend and Lady Biker boots review over at @WomenRidersNow #focusonboots #womenwhoride [womenridersnow.com/pages/gear\\_rev...](https://womenridersnow.com/pages/gear_rev...) [pic.twitter.com/r2hR22cMEp](https://pic.twitter.com/r2hR22cMEp)



**Instagram @tcxbootsusa**

**Total Followers – 15,154 thru January 31, 2020**

1.5 posts per day for the month

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

Top Hashtag: #motoboots (2nd month in a row)

Average Post: 84 Likes & 1 comment

Top Post: 306 likes & 7 comments

Website Clicks: 120

Audience: 90% men / 10% women

Top Post Received 309 Likes and 1 Comments



Posts of Note:





Boots: X- Blend Waterproof