

## TCX Boots Monthly Focus – October 2016

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ridetcxboot.com

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

- US Dealer Finder, 2017 Collection, Technology, US Riders, Become a Dealer, Contact Us.
  - Print and web articles

## TCX Current Advertising

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### **Web Advertising**

- PSB Oct – Dec.

### **Print/Online Advertising**

- CycleNews Issue 41, 43, 45
- Motorcross Action - October issue



- Transworld – November 2016
- PSB Issue 14, 15

Print and Online Publications

CycleNews 41 – Oct 17, 2016

Off Road - 91st International Six Days Enduro, Page 65  
Josep Garcia featured.



TCX Boots USA Ad - Page 83  
Opposite Supercross Monster Energy Cup Race Results

ridetcxboots.com

- ★
- WHITE
- BLACK
- RED/WHITE
- WHITE/RED/BLUE
- SCUBA BLUE/LIME
- BLACK/YELLOW FLUO
- ROYAL BLUE/YELLOW FLUO
- DARK GREY/ORANGE FLUO
- RED/BRIGHT BLUE/YELLOW FLUO

GET TO YOUR WORLD

2017 TCX COMP EVO MICHELIN® 5547 59

**TCX**  
PROTECTOR SOFT MOTO 100

CycleNews 39 - Oct 3, 2016

CN Voices, Page 6

Flattrack letters to the editors. Pic of Jared and Sammy

I want to see the usually strong and comfy Webb Brown down but because it shows a rather different and more obvious I have been there and respect her opportunity of finally. One point for Webb in my book.  
-Josh Shastin

**Santa Rosa Mile**  
I brought two friends who had never been to a motorcycle flat track race to Santa Rosa for the first time. I did my best to introduce them in the best way, in all of my experience. "The Mile" has been the best introduction of the motorcycle world's exciting, so I have taken every opportunity to bring it to the best experience, and one that will last them a lifetime and benefit all of us over time.  
The hour I brought with me only had a great experience. But the mile year should have been at a different track or at least on a different surface.  
Two week events in Sacramento would be great. Another race on the same surface at the Santa Rosa Fairgrounds would just be wrong.  
-Rick Falvey

I hope they're both doing a high above to go beyond and into flat track. Hopefully the event will learn from this event and make future events safer for all the riders. Could the tragedy have been avoided with better AMA track preparation and inspection?  
-Amel "Bawazwan" Smith

As a devoted flat track enthusiast and racer in the 70's I was excited at the chance that I had Sunday's Santa Rosa Mile. Sadly, two riders died as a result of a dangerous and poorly prepared track. As if it was not, but the fact and the fact were expected and perhaps could have been mitigated in a better way. Fast and poor visibility had to be a factor. I cannot tell you how surprising it was to watch the events unfold at the track. Officials responsible for the safety of the racers really need to assess the down fall upon again. Perhaps GNCC needs to be on the scene early, maybe just take the away.  
-Chris Raa

Well, all I need to do to get some of the pictures you have from the Santa Rosa Mile? I'll wash your car, all of them. I'll take your kids back and forth to school for a week. And more.  
The story on page 40-43 says it all. This is what the sport is all about. Next year should be one of the best ever years for the sport with Petros/Arden fully committed.  
-Steve Atwell



CN Archives, Page 102-103

A MOMENTOUS AMA PRO FLAT TRACK SEASON

Wrap-up of the Flattrack season.

Photo of kenny Coolbeth Jr.

**CN ARCHIVES** p102  
by Larry Cavitt

**A MOMENTOUS AMA PRO FLAT TRACK SEASON**

The 2016 AMA Pro Flat Track Championship will go down as one of the most noteworthy in the 63-year history of the series—some for good reasons and others for the bad.

First the bad, and it's really a tough to write about this, the loss of two young up-and-coming riders in the GNCC class at the season finale in Santa Rosa, California. Twenty-year-old Charlette Kainz, of West Allis, Wisconsin, died Sunday, shortly after another racer's machine flipped up in the air and hit her. And 17-year-old Kyle McGraw, of Gap, Pennsylvania, died Monday from injuries suffered in a separate incident. The passing of these two young riders instantly made Santa Rosa 2016 one of the darkest days in the history of professional motorcycle racing. Kainz is the first female rider to die in AMA Pro competition and McGraw one of the youngest ever.

Those deaths snapped us back into the realization that flat track racing, by its very nature, is a big game of forces, such as weather, out of their control.

One thing I do know is one of the most experienced flat track crews in the country was prepping Santa Rosa. This crew headed by Dennis Pearson has for years consistently been praised for producing great racing surfaces of national events, so it's very likely that this crew did all that was in their



**Dirt Bike Magazine** – November, 2016

Sponsored Roder Ad: Broc Tickle / EKS Brand (Goggles), Page 49



MX Test: KTM 350SX-F, Pages 52 - 56

Article: Gold Standard

Boots: COMP EVO Michelin Red/White/Blue



MX Test: Yamaha YZ450F, Pages 62 - 66  
Boots: COMP EVO Michelin Red/White/Blue



*Transworld Magazine* – November, 2016

Article on Dylan Ferrandis, Page 26

TCX Boots USA AD, Apparel Guide Section



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

Online Articles and Press Releases

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**CycleWorld**, Oct 24, 2016

BMW R1200GS Adventure vs. Ducati Multistrada Enduro vs. Honda Africa Twin vs. KTM 1190 Adventure R - COMPARISON TEST - Boots: X-DESERT GORE-TEX®

LINK: <http://www.cycleworld.com/bmw-r1200gs-adventure-vs-ducati-multistrada-enduro-vs-honda-africa-twin-vs-ktm-1190-adventure-r-comparison-test>

Embedded video too.



**BRADLEY'S GEAR**

Helmet: [Arai XD-4 Helmet](#)  
Jacket: [KLIM Badlands Jacket](#)  
Pants: [KLIM Badlands Pants](#)  
Gloves: [KLIM Dakar Gloves](#)  
Boots: [TCX X-Desert Gore-Tex Boots](#)  
Backpack: [Alpinestars Force 25 Backpack](#)  
Headset: [Sena 20S Headset](#)

**Riders Domain**, Oct 12, 2016

Product review: TCX X-Groove Waterproof

<http://www.ridersdomain.com/magazine/motorcycle-buyers-guide/riding-gear-apparel-reviews/tested-tcx-x-groove-waterproof-shoes/>

Plus Video Link:

<https://www.youtube.com/watch?v=0YsZt6HnTws>



Pros:

Comfortable fit from the first wear

Great balance of casual style and protection

Closure system makes putting the shoes on or taking them off a snap

Cons:

No shift pad reinforcement on our chosen colorway

Waterproofing good for light stuff, but may need Gore-Tex option for heavier rains

Sizing may be too narrow for those with wider feet

**ADV Pulse**, Oct 12, 2016

Giveaway

TCX helped sponsor the giveaway with a pair of TCX X-Desert Gore-Tex Boots.

<http://www.advpulse.com/adv-prepping/congratulations-to-the-winner-of-our-2016-summer-giveaway/>





**Cycle World**, Press Release – Oct 27, 2016

**Subject:** Big ADV Bike Comparison Test

BMW R1200GS Adventure vs. Ducati Multistrada Enduro vs. Honda Africa Twin vs. KTM 1190 Adventure R – COMPARISON TEST / Boots: X-Desert Gore-Tex®

<http://www.cycleworld.com/bmw-r1200gs-adventure-vs-ducatti-multistrada-enduro-vs-honda-africa-twin-vs-ktm-1190-adventure-r-comparison-test>



**JDay Offroad**, Press Release – October 24, 2016

**Subject:** TCX Race Report Rd 12: Davenport Trucking Mohawk GP

<http://jdayoffroad.com/2016/tcx-race-report-rd-12-mohawk-gp/>



**JDay Offroad**, Press Release – October 16, 2016

**Subject:** TCX Race Report Rd 11: Spectro Redfern GP

<http://jdayoffroad.com/2016/tcx-race-report-rd-11-spectro-redfern-gp/>

TCX Race Report Rd 11: Spectro Redfern GP



TCX Race Report Round 11: Redfern GP

Date: 10/16/2016

By: John Day

Photos: Brian Nevins

**Husqvarna Motorcycles GmbH**, Press Release, October 28, 2016

**Subject:** GRAHAM JARVIS WINS GETZENRODEO



**Husqvarna Motorcycles GmbH**, Press Release, October 16, 2016

**Subject:** JOSEP GARCIA & HUSQVARNA CLAIM ENDURO 1 CLASS WIN AT 91ST ISDE



Additional images in the download area.

**Husqvarna Motorcycles GmbH**, Press Release, October 6, 2016

**Subject:** STRONG REPRESENTATION FOR HUSQVARNA MOTORCYCLES AT 91ST ISDE

Boots: Comp Evo Michelin

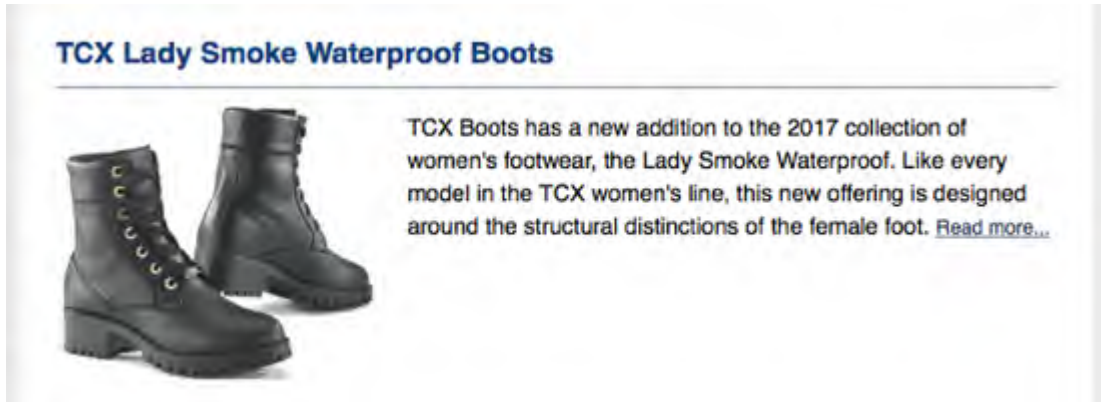


[http://press.husqvarna-motorcycles.com/News\\_Detail.aspx?id=40726&menueid=7442&l=english](http://press.husqvarna-motorcycles.com/News_Detail.aspx?id=40726&menueid=7442&l=english)

**Motorcycle Product News**, Press Release, October 31, 2016

**Subject:** MPN Products - RSD 2-Into-1 High Pipe, TCX Lady Smoke Boots, Rizoma Triumph Accessories, and more!

<http://www.motorcyclepowersportsnews.com/tcx-lady-smoke-waterproof-boots/?eid=291860248&bid=1572705>



**TCX Lady Smoke Waterproof Boots**

TCX Boots has a new addition to the 2017 collection of women's footwear, the Lady Smoke Waterproof. Like every model in the TCX women's line, this new offering is designed around the structural distinctions of the female foot. [Read more...](#)

**National Hare & Hound**, Press Release, Oct 28, 2016

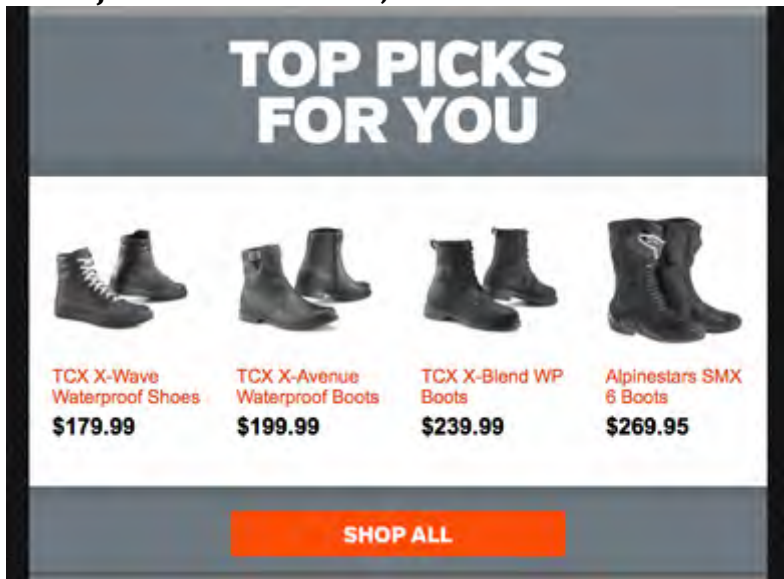
**Subject:** NHHA: Ricky Brabec Crowned 2016 NHHA Champion







2nd place finisher for the girls race wearing TCX.

Revzilla, Press Release October 31, 2016

**Subject: Brace Yourself, November Deals Are Here (with video!)**



**TOP PICKS FOR YOU**

 TCX X-Wave Waterproof Shoes <b>\$179.99</b>	 TCX X-Avenue Waterproof Boots <b>\$199.99</b>	 TCX X-Blend WP Boots <b>\$239.99</b>	 Alpinestars SMX 6 Boots <b>\$269.95</b>
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**SHOP ALL**

Revzilla, Press Release October 24, 2016

**Subject: Hot! Up To 45% Off Gerbing Heated Gloves**

BONUS: October Deals Video - Oct. 24, 2016



Motorcycle Gear → Monthly New Products → October 2016 Deals & New Gear

### October 2016 Deals & New Gear

October 2016 Deals & New Gear at RevZilla.com

**Fall 2016 Launch Collections**  
Learn More at RevZilla.com

1:24 / 15:10

Tweet G+ Like 5 Share

Motorcycle Gear → Monthly New Products → October 2016 Deals & New Gear

## October 2016 Deals & New Gear



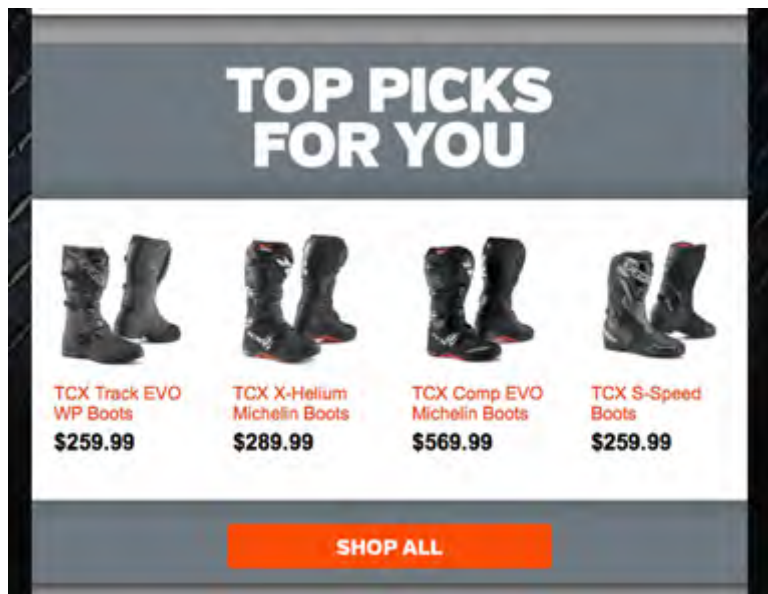
**TCX Street Ace Boots**  
Available Now at [RevZilla.com/october16](http://RevZilla.com/october16)

Tweet G+ Like Share





ALL PRODUCTS [30] SALE [12] NEW [14]

Revzilla, Press Release October 18, 2016

**Subject:** Brand New Spidi For Fall + Helmet Graphic Goodness  
Top Picks for You



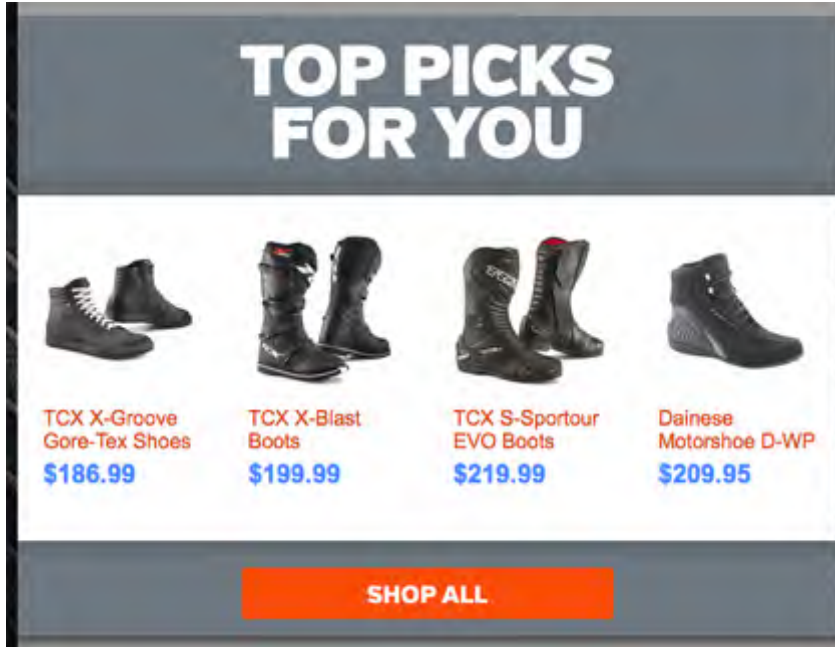
**TOP PICKS FOR YOU**

			
<b>TCX Track EVO WP Boots</b> <b>\$259.99</b>	<b>TCX X-Helium Michelin Boots</b> <b>\$289.99</b>	<b>TCX Comp EVO Michelin Boots</b> <b>\$569.99</b>	<b>TCX S-Speed Boots</b> <b>\$259.99</b>





**SHOP ALL**

**Revzilla**, Press Release October 10, 2016

**Subject:** Pump The Brakes - Brembo Now Available at RevZilla  
Top Picks for You



**TOP PICKS FOR YOU**

			
TCX X-Groove Gore-Tex Shoes <b>\$186.99</b>	TCX X-Blast Boots <b>\$199.99</b>	TCX S-Sportour EVO Boots <b>\$219.99</b>	Dainese Motorshoe D-WP <b>\$209.95</b>

**SHOP ALL**

**Ultimate Motorcycling**, Press Release October 20, 2016

**Subject:** Henry Cole comes to America!  
Ducati Hypermotard 939 SP Review  
Boot: R-S2 EVO



<https://ultimatemotorcycling.com/2016/10/03/2016-ducatti-hypermotard-939-sp-review-unwavering-dedication/>

Social Media

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**Post of Note:**

**MX Boot Resole & Repair, Oct 18, 2018**

Facebook ad.



**Facebook Fan Page "TCX Boots USA"**

Total Likes - 10,688

Total Reach - 8,384

Post Engagement - 802

Largest Audience - Male 18-24 (49%)

Audience Engaged (like, click, comment or shared posts) - Male 25-34

Best Post - 10.11.16 "TCX is proud to show ..."

- Reach 3,3K

**Twitter "TCXBootsUSA"**

Followers - 245

1.7k impressions

**Instagram @tcxbootsusa**

Total Followers - 3452 thru Oct 31, 2017

Average 105 likes per post

Most Engagement: COMP EVO Series pics.





Least Engagement: New 2017 models (Smoke, Drifter) & Reposts from J-Day Post and Astroscrambler\*

\*Original post via Astroscrambler received 630 likes and his X-Blend post received 561

