

TCX Boots Monthly Focus - June 2019

ridetcxboot.com http://www.ridetcxboots.com/

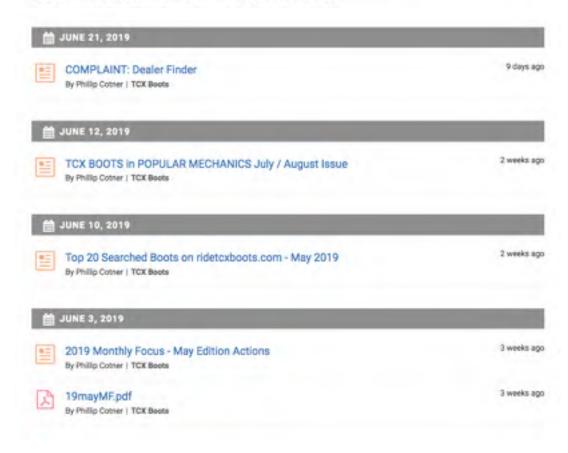
MotoVan / MTA Intranet: New Blog Posts.

Motovan & Mta



RE: Clima Surround

thanks Phillip I am subscribed to the Youtube channel already so will double check it. I wore my Clima samples last week on the road. I actually made the parts guys touch and feel them on my feet. Iol. I can attest to this, I did a 1300 mile loop across Missouri and back. I could "feel" the cool air through the venting holes in the sole more than I could through the cordura mesh! Possibly because the bottom of your foot simply holds more heat so I could feel the air rush in when turning my foot sideways. It rained on and off the whole week and I remained dry and comfy, I have 5 pair of TCX I wear all the time now and can honestly say.... TCX is the MOST COMFORTABLE boot I have ever worn! Right out of the box!





TCX Current Advertising

Web Advertising

Nothing at this time.

Print/Online Advertising

- WING WORLD September Issue
- Dirt Bike Summer Digital Issue \$500
- Motorcross Action July Issue FREE

Print and Online Publications

Popular Mechanics July / August, June 11, 2019 Drifter Waterproof Featured





Cycle News Issue 22, June 4, 2019

WIN AD - SUZUKI, pages 30-31 Bobby Fong - Team Hammer

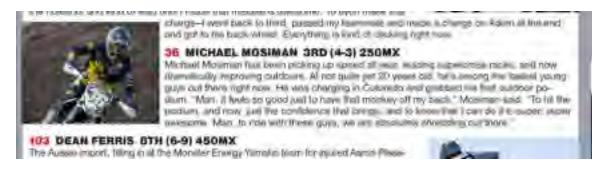


IN THE WIND, Pages 38 Russel Tops Tomahawk GNCC Craig DeLong P7, Mike Witkowski P9

IN THE WIND, Page 46 Conner Penhall memorial Cup Billy Janniro P2

SUPERCROSS Monster Energy AMA Supercross Page 56-64 Roczen Rebounds 450 - Brad Lionett - P 25

250 - Michael Mosiman P3 - HIS FIRST, Thomas Covington P 26, Jordan Bailey P52





FLAT TRACK - American Flat Track Championship, Page 68 - 74

TWINS: Jeffrey Culver Jr P10

SINGLES: Max Whale P7, Tanner Dean P 8, Morgen Mischler P10

MOTOAMERICA, AMA FIM North American Road racing Championship, 88 - 96

Superbike Race 1 / 2

Jake Lewis P8 / P8

Stock100

Melissa Paris P 17

Supersport Race 1 / 2

Bobby Fong P2 / P 1, Sean Dylan Kelly P 3 / P 2, Josh Hayes P6 / P8

Liqui Moly Junior Cup Race 1 / 2

Dallas Daniels P2 /P3, Gauge Rees P7 / P10, Teagg Hobbs P12 / P12, Jaime Astudillo P 18 / DNF

Twins Cup

Alex Dumas P2, Chris Parrish P8

Cycle News Issue 22, June 11, 2019

BETA Win Ad - Cody Barnes = Pages 10-11





IN THE WIND, Page 28
Jacob Argubright invite to ISDE

P28

THE WIND

U.S. ISDE Club Riders Announced

Twonty-one riders have been selected to participate as Club Team members representing the United Stales at the 2019 FIM International Six Days Endury in Portimao, Portugal, November 11-16.

Qualifying for the Club teams involved two, three-round championships, with western events in California, Idaho and Nevada and eastern events in Mississippi, Michigan and West Virginia.

The top seven riders, plus one senior rider, in each series qualified for the ISDE Club team rosters. Additional Club team riders were chosen by the U.S. ISDE Committee, based on series participation and individual event results.

"The AMA congratulates the riders who qualified or were selected to the 2019 U.S. ISDE Club teams," AMA Off-Road Racing Manager Erek Kudla said. "The riders represent the



nation's best amateur off-road racing talent, and we expect our club teams to be very competitive at this year's ISDE. The event takes place at the Autodromo Internacional do Algarve in southern Portugal for the first lime, and our Club team riders' experience racing on a wide range of terrain is sure to help them succeed there."

The qualifying riders will be organized into teams, which will be announced as the event draws closer.

Also competing at the 94th edition of the ISDE will be the U.S. World Trophy Team, the U.S. Junior World Trophy Team, and the U.S. Women's World Trophy Team, Mombers of those leams will be announced soon, CN

Club team qualifiers from the West

Dante Oliviera, Hollister, CA Jacob Argubright, Lake Elsinore, CA JT Baker, Shingle Springs, CA Joshua Knight, Ogden, UT Clay Hengeveld, Flagstaff, AZ Austin Serpa, Minden, NV Nic Garvin, Long Beach, CC Jayson Densley, Fairfield, UT (40+)

Club team qualifiers from the East Nathan Ferderer, Minneapolis, MN Thorn Devlin, Tamaqua, PA Tylor Voro, Chesterton, IN James King, Hot Springs, AR:
Anson Maloney, Grass Valley, CA:
Anthony Krivi, Mt. Olive, IL.
Nathan Rector, Rogersville, MO
Brian Storrie, McKinney, TX (40+)
Storrie will be competing at the ISDE for the 16th time

Club team committee selections

Ricky Russell, Duvall, WA Auslin Walton, Sparks, NV Blayne Thompson, Phelan, NV P. Trent Whisenant, Hoover, AL Paul Krause, Irvine, CA (40+) The AMA announced like 21 club riders who will represent the U.S. at the 2019 ISDE in Portugal.



IN THE WIND, Page 60 Covington Diagnosed with Epstein-Barr



OFF-ROAD, Kenda AMA National Enduro Championships Series, Page 60-65 Cody Barnes P3 Overall, P1 in 250 division





Cycle News Issue 24, June 18, 2019

BETA WIn Ad - MIke Witkowski - Pages 22-23



SUZUKI WIn Ad - Bobby Fong and Alex Dumas, Pages 30-31





IN THE WIND - Pages 46-50 Russell Wins Harleywood Sprint Enduro Mike Witkowski P1 Pro 2

Asfeum loosed on turning in consistent times and eliminating mestakes in his nin so fourth overall. That mally good times on that cross leef, but it was a bit of a struggle to find speed on the anches test "eacl Asroper. The oridure test viae really alick and t would concentrate each lare on improving on pertain lines, tuit ! would end up with the wast same amos so it was mustrating. But I'm persond with my finish." Craig DeLong (Coastal Backg Haspitmil funed in a nessorbest fith-overall treshthat take boog is of the log if was last in the first cross test.



MOTOCROSS - Lucas Oil AMA Pro Motocross Championships, Page 56 - 64 250 Class - Michael Mosiman P8, Jordan Bailey P18, Bradley Lionett P29, Colton Camp 40, Blake Taylor P36

FLAT TRACK - American Flat Track Championship, Page 74 - 82 Max Whale P3, Ben Lowe P8

ROAD RACING - AMA / FIM North American Road racing Championship, Page 84-92

Superbike - Jake Lewis P5 / P6 Superstock 1000 - N/A

SuperSport - Bobby Fong P2 / 1, Sean Dylan Kelly P4 /5, Josh Jayes P7 / 7

TWINS - Alex Dumas P1, Chris Parrish DNF

Junior Cup - Dallas Daniels P2 / 1, Guage Rees P5 / 10, Hunter Dunham P 8 / 13, Ben Gloddy P12 / 5, Nikolas Thompson P 18/ 17, Jaime Astudillo P19 / 19

Cycle News Issue 25, June 25, 2019

BETA WIN AD - Pages 30-31 Cody Barnes Featured





IN THE WIND, Page 36-38 REA Doubles Up At Misano WorldSBK Alex Lowes p4 - Sunday

MOTOCROSS - Lucas Oil AMA Pro Motocross Championships, Page 58 - 68 250 Class - Michael Mosiman P4, Jordan Bailey P11, Bradley Lionett P28. Blake Taylor P36



OFF-ROAD AMSOIL GNCC Series Andrww DeLong P10 Cody Barnes XC3 125 Pro-AM P1





Dirt Bike Magazine, July Issue Off-Road Comparison - 1-on=1, Page 60 - 66 Boot: X-Helium Michelin







Ride X 365 Spring Issue







Road racing World JUNE Issue

STG, Page 2 Brian Van and Max Van



MOTOAMERICA AMA / FIM North American Road racing Series / Virginia





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Missian (Trim Parasin II) with an efficient bashing Niens Cup dual with Currin Numay (IIIC), bath on Supplies (Helbur Michael Geller) (III) back Stelland Missa (17) and Traus Wyman to with in Stock (IIIC), with Anches (see III) burn, oil but Nyman rada Kawasaka, Photos by Shon I. Welson



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



Online Articles and Press Releases

Ultimate Motorcycling, May 24, 2019

2019 Honda CBR650R Review: Updating the F to an R



RIDING STYLE

· Helmet: Shoel X-Fourteen

Jacket: Spidi Bolide

· Gloves: Spldi G-Carbon

. Jeans: Spidi J-Dyneema

. Boots: TCX Roadster 2

https://ultimatemotorcycling.com/2019/05/24/2019-honda-cbr650r-review-14-fast-facts/



Ben Gloddy, June 04, 2019

Race Reports: Summit Point & Canaan Summit Point Motorsports Park, West Virginia CCS Races, Memorial Day Weekend

•••

Canaan Motor Club, New Hampshire
NESBC Race and Penguin Racing School, June 1st & 2nd



https://ridetcxboots.com/focus-on-ben-gloddy-8/

Ben Gloddy, June 19, 2019

Race Report from Round 5 at Utah Motorsports Campus - MotoAmerica

First, I want to Thank you for your continued support. I have wanted this for as long as I can remember and I am excited to see where this could all lead in the future.

I felt I had a really good first weekend at MotoAmerica with my team, Quarterley Racing On Track Development. I went out for my first practice Saturday morning not really knowing what to expect but I felt the session went well overall. A lot of people have asked how I liked the track, it was good, but it challenged some of my weaknesses and that is something I will continue to work on. Later Saturday morning in qualifying, I qualified 17th which put me on the 6th row for Race 1. I was having issues getting good traction and felt I needed some adjustments to my rear tire and suspension. My team was able to make some changes for me for Race 1 and it definitely helped a lot. Unfortunately, I did not get a good start, so I had to pass quite a few people going into turn 1 and throughout the race. I did have some great battles though and it was a lot of fun. I had worked my way up into 9th position, but in the last turn of the final lap, another racer jacked their brakes resulting in me having to avoid a potential pile up and put me back into 12th place across the finish line – still not bad for my first MotoAmerica Junior Cup Race! In Race 2, the grid positions were based off of the fastest laps in Race 1 which put me on Row 3 in the 9th position for Race 2. Again, I didn't get a good start so I was working my way up through the field when a red flag came out. After the red flag, we did a full race restart. I was able to get a much better start and was in a good spot going into turn 1. I worked my way up through the field and was able to get into 5th place. I was on the tail of the 4th place rider, but I made a mistake in turn 7 and lost him a little bit.

So in all, I feel like it was a successful first race weekend at the professional level. I am really looking forward to Laguna Seca in July.

None of this would be possible without support from people like you, I cannot thank you enough.

https://ridetcxboots.com/focus-on-ben-gloddy-9/





Cody Barnes, Press Release June 02, 2019 Subject: Gncc Round 7 Race report

Gncc Round 7 Event: tomahawk Alpine, NY 6/2/2019

I got off to a decent start going into woods third. On the second lap I was running in the second place spot and while going up a hill a rock flew back and hit me nose cause it to start bleeding really bad and swell up where I couldn't breath out of it. I was able to keep pushing through that and still challenge for the lead. At the end of the second lap it started raining and changed the track completely. After some crashes and problems I found myself in the third spot. On the last lap I passed for second place but ended up hitting something in a sloppy section and went down.

I finished 3rd in the XC3 class. I'm not happy with this result and felt like I had the speed to win. We will work on some things and be ready for the next one.

Thank you for all the support! Cody Barnes.

Podium pictures are from Ken Hill Action photos are from Tyler Shepardson.



https://ridetcxboots.com/focus-on-cody-barnes-9/



Cody Barnes, Press Release June 09, 2019 **Subject:** National enduro round 4 race report

Series: National Enduro

Round 4.

Event: Cherokee national enduro Location: Greensboro, GA

Date: 6/9/2019

This weekend was the 4th round of the National enduro series. With a lot of rain in the forecast for Saturday and Sunday it looked to be another mud race.

As we went to the first test of the day the rain began and continued off and on all day. The first 2 tests of the day went okay and had me sitting in the second place spot. In test 3 I was trying to make up time and ended up going down pretty good on a fast off camber down hill and lost a good amount of time. Knowing that anything can happen in these races I put my head down for the last 3 test and tried to ride fast and mistake free. I was able to win the last 2 tests of the day and take the win in the Pro 2 class and 3rd overall!!

It is awesome to get on the overall podium with the big guys!! I'm happy with my riding just need to work on limiting my mistakes a little more!

Thanks you for the support! Cody Barnes



https://ridetcxboots.com/focus-on-cody-barnes-8/



Cody Barnes, Press Release June 16, 2019

Subject: Kenda Full Gas Sprint Enduro Race Report

Series: Kenda Full Gas sprint enduro

Round 5

Event: Harleywood Abingdon, VA 06/15-16/2019

On Day 1 of racing I struggled a bit. I had good times in the enduro test but was loosing ground on the cross test. Even with my difficulties on the cross test I finished 2nd on the day and was only 17 seconds off of the leader

On Day 2 of racing I was able to find some better lines in the cross test and better myself there. After the first two test I was sitting second for the day. After the 4th test of the day I was able to get into the lead for the day and cut the gap down to first to 4 seconds. In the last two tests of the day I made some dumb mistakes and ended up staying in the second place position.

For the weekend I was able to finish 2nd in the Pro 2 class and 7th overall.

Photos are from Darrin Chapman



https://ridetcxboots.com/focus-on-cody-barnes-10/

Cody Barnes, Press Release June 23, 2019

Subject: Kenda Full Gas Sprint Enduro Race Report

Series: GNCC Event: Snowshoe Round 8 Snowshoe WV 06/23/2019

Snowshoe GNCC is an one of a kind race. With the race being all about time it doesn't matter if you start behind your competitors you just have to beat their lap times. While some of my competitors started on row 4 I started on row 11. On the first lap I was able to ride really well and actually catch 1st place who started on row 4. Sense I had caught him I was already winning the class with adjusted time. But after following him for a bit he made a mistake and I was able to make the pass. After I made the pass I was able to put my head down and ride a smart race. I was able to take the win in the XC3 class and finish 14th overall and I was the only XC3 rider to complete 6 laps on the mountain!

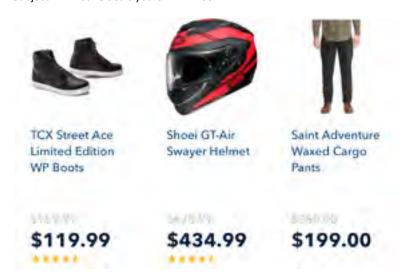
I am very happy with how I rode today as I have never done that well at this event! Thank you for all your support!



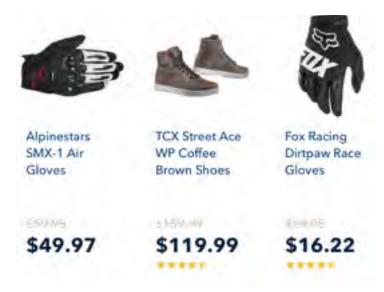


https://ridetcxboots.com/focus-on-cody-barnes-11/

Cycle Gear, June 2, 2019 Subject: NEW June deals you CAN'T MISS







Husqvarna Motorcycles GmbH, Press Release June 1, 2019

Subject: ROCKSTAR ENERGY HUSQVARNA FACTORY RACING CLAIMS A DOUBLE PODIUM AT THUNDER VALLEY No pics of the team.

250MX Results

3. Michael Mosiman – Rockstar Energy Husqvarna Factory Racing (4-3)

...

- 16. Thomas Covington Rockstar Energy Husqvarna Factory Racing (30-27)
- 20. Jordan Bailey Rockstar Energy Husqvarna Factory Racing (40-DNS)

250MX Rider Point Standings

...

- 6. Michael Mosiman Rockstar Energy Husqvarna Factory Racing 85 points
- 21. Jordan Bailey Rockstar Energy Husqvarna Factory Racing 13 points
- 22. Thomas Covington Rockstar Energy Husqvarna Factory Racing 10 points







 $https://press.husqvarna-motorcycles.com/News_Detail.aspx?id=84848\&menueid=7442\&l=international.com/News_Detail.aspx?id=84848\&menueid=7442\&l=international.com/News_Detail.aspx?id=84848\&menueid=7442\&l=international.com/News_Detail.aspx?id=84848\&menueid=7442\&l=international.com/News_Detail.aspx?id=84848\&menueid=7442\&l=international.com/News_Detail.aspx?id=84848\&menueid=7442\&l=international.com/News_Detail.aspx?id=84848\&menueid=7442\&l=international.com/News_Detail.aspx?id=84848\&menueid=7442\&l=international.com/News_Detail.aspx?id=84848\&menueid=7442\&l=international.com/News_Detail.aspx?id=84848\&menueid=7442\&l=international.com/News_Detail.aspx?id=84848\&menueid=7442\&l=international.com/News_Detail.aspx?id=84848\&menueid=7442\&l=international.com/News_Detail.aspx?id=84848\&menueid=7442\&l=international.com/News_Detail.aspx?id=84848\&menueid=7442\&l=international.com/News_Detail.aspx?id=84848\&menueid=7442\&l=international.com/News_Detail.aspx?id=84848\&menueid=8484\&m$

Husqvarna Motorcycles GmbH, Press Release June 15, 2019

Subject: ANDERSON PUTS ROCKSTAR ENERGY HUSQVARNA FACTORY RACING TEAM ON THE PODIUM AT HIGH POINT

250MX Results

- 8. Michael Mosiman Rockstar Energy Husqvarna Factory Racing (7-8)
- 18. Jordan Bailey Rockstar Energy Husqvarna Factory Racing (38-15)

250MX Rider Point Standings

...

- 6. Michael Mosiman Rockstar Energy Husqvarna Factory Racing 112 points
- 22. Jordan Bailey Rockstar Energy Husqvarna Factory Racing 19 points
- 25. Thomas Covington Rockstar Energy Husqvarna Factory Racing 10 points





https://press.husqvarna-motorcycles.com/News_Detail.aspx?id=85466&menueid=7442&l=international

Husqvarna Motorcycles GmbH, Press Release June 22, 2019

Subject: ROCKSTAR ENERGY HUSQVARNA FACTORY RACING'S ZACH OSBORNE PODIUMS AT FLORIDA NATIONAL

250MX Results

4. Michael Mosiman – Rockstar Energy Husqvarna Factory Racing (3-5)

•••

11. Jordan Bailey – Rockstar Energy Husqvarna Factory Racing (10-12)



250MX Rider Point Standings

...

6. Michael Mosiman – Rockstar Energy Husqvarna Factory Racing – 148 points 19. Jordan Bailey – Rockstar Energy Husqvarna Factory Racing – 39 points

No pics or links built into this release. But I have access here:

https://media.husqvarna-motorcycles.com/assetbank-husqvarna/action/browseItems?categoryId=2503&categoryTypeId=1









JD Friebel, Press Release June 6, 2019
Subject: April and May Race Reports & Pictures



https://ridetcxboots.com/focus-on-jd-friebel-3/



https://ridetcxboots.com/focus-on-jd-friebel-4/





https://ridetcxboots.com/focus-on-jd-friebel-5/

Phoenix Racing, Press Release June 6, 2019

Subject: Phoenix Racing Honda GNCC Press Release

The Phoenix Racing Honda team had one of its most consistent racing weekends yet in the GNCC racing series, scoring three podium finishes and remaining competitive in the points championships. The ATV and motorcycle team were racing the Tomahawk GNCC in Alpine, NY. ...





RevZilla, Press Release June 5, 2019
Subject: A FRESH look for riders who GO A-TO-B







RevZilla, Press Release June 11, 2019
Subject: WARNING: Dad jokes inside (get ready to GROAN)

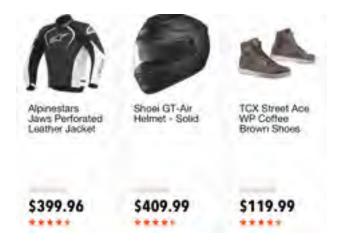




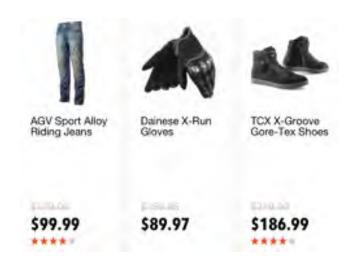
RevZilla, Press Release June 16, 2019 **Subject:** Tomorrow is Ride to Work Day!



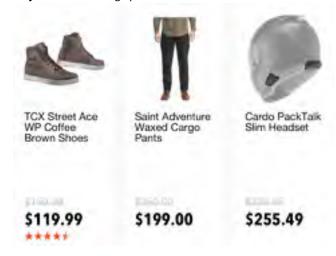
RevZilla, Press Release June 25, 2019 Subject: The hottest SALE products on RevZilla



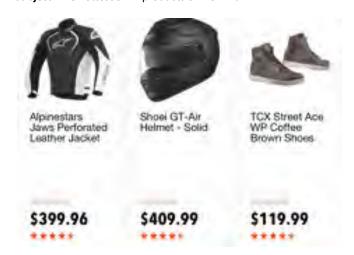




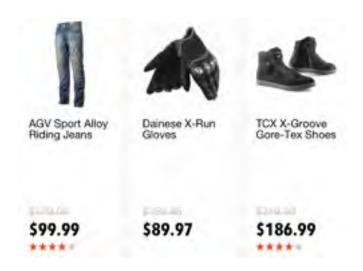
RevZilla, Press Release June 10, 2019 **Subject:** We're serving up hot deals with recent markdowns



RevZilla, Press Release June 25, 2019 Subject: The hottest SALE products on RevZilla







RevZilla, Press Release June 26, 2019
Subject: Psst! Go Italian on your next pair of boots





STYLE FOR HOWEVER YOU RIDE SHOP ALL TCX TCX Blaze TCX Street Ace TCX Clima Boots Denim Shoes Surround GTX Boots \$159.99 TCX Tourer Gore-Tex TCX Sport Women's Boots TCX Rush WP Women's Boots Women's Boots \$139.99 ****



Team Hammer, Press Release June 1, 2019

Subject: FONG AND KELLY ON THE PODIUM AT ROAD AMERICA



https://ridetcxboots.com/focus-on-team-hammer/

Team Hammer, Press Release June 2, 2019

Subject: BOBBY FONG AND SEAN DYLAN KELLY FINISH 1-2 IN SUPERSPORT ON SUNDAY AT ROAD AMERICA!



https://ridetcxboots.com/focus-on-team-hammer-2/

Team Hammer, Press Release June 15, 2019 **Subject:** FONG ON THE PODIUM IN UTAH

Team Hammer continued its trophy-winning ways on Saturday as the 2019 MotoAmerica AMA/FIM North American Road Racing season resumed at Utah Motorsports Campus.



Coming off a remarkable 1-2 finish last time out at Road America, M4 ECSTAR Suzuki teammates Bobby Fong and Sean Dylan Kelly were once again battling for podium positions in the MotoAmerica Supersport category.

...

Meanwhile, M4 ECSTAR Suzuki's Jake Lewis registered one of his strongest rides of the Superbike season. He ran as part of a tight seven-rider freight train at the front of Saturday's premier-class race aboard his Superbike-spec GSX-R1000 for just over half distance.

At that point, he gradually faded off the fight for the win, but continued on to solidify his position. Lewis was rewarded for his patience, gaining two positions late in the race to take his fourth fifth-place finish of the year.

Roadracing World Young Guns' Alex Dumas was the fastest rider in the solitary Twins Cup practice on Saturday, putting his Suzuki SV650 on top of the charts by a full 1.188 seconds.

Autovest Suzuki's Joseph Blasius impressed as well, running fourth-quickest in the session, ahead of Sunday's qualifying Twins Cup session and race.



Bobby Fong earned his fifth podium of the 2019 season in MotoAmerica Supersport Race 1 at Utah Motorsports Campus. Photo by Brian J Neison.



Team Hammer, Press Release June 16, 2019

Subject: BOBBY FONG AND ALEX DUMAS WIN FOR TEAM HAMMER IN UTAH

Team Hammer closed out the MotoAmerica weekend at Utah Motorsports Campus with a pair of spectacular victories on Sunday.

After finishing second in MotoAmerica Supersport on Saturday, M4 ECSTAR Suzuki's Bobby Fong came through in a huge way in Sunday's rematch. Again, Fong leapt out to the lead on the opening lap, only to be quickly pushed back into second. From that point forward, Fong hounded his leader, applying extreme pressure and constantly reminding his rival that he was there, showing him a wheel in corner after corner while planning a last-lap, last-corner move.

Autovest Suzuki's Joseph Blasius very nearly gave Team Hammer a double podium Twins Cup result. Blasius qualified third and then ran second early in the race, found himself dropped back to fifth, and then charged back into position to fight for the podium at the flag.

He made a bold attempt at third with just over a lap remaining, but encountered an errant lapped rider and couldn't quite hold the position when he changed his line to make a pass, got on a sealer strip, and lost traction while accelerating, doing well to stay on board but allowing his rival to swoop back ahead. Blasius finished in fourth, less than a second off the podium.

Team M4 ECSTAR Suzuki's Jake Lewis enjoyed another solid outing in Sunday's MotoAmerica Superbike race. Lewis was embroiled in a fight for another top-five result when the race was red-flagged with 10 laps remaining. He got away from the restart in sixth to resume that battle, and maintained to finish sixth.



Sobby Fong earned his third win of the 2019 season in MotoAmerica Supersport I Utah Motorsports Campus. Photo by Brian J Netson.



MotoAmenics Twins Cup Race at Usin Motorsports Campus. Photo by Brian J Nelson.



Social Media

Facebook Fan Page "TCX Boots USA"

Total Likes - 11,266 Total Reach - 1.5k Post Engagement - 163

Videos: 51 Page Views: 206

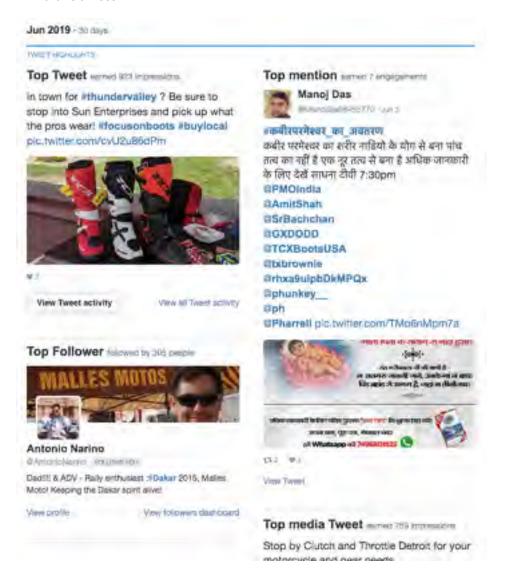
Largest Audience - Male 18-24 (41%)

Best Post - June 17, 2019 - Low Cost and Big Value. Checkout the X-Helium Michelin at your local ...

675 Reach, 21 Likes, Comments and Shares Overall Audience: 92% Men / 7% Women

Twitter "TCXBootsUSA"

Followers - 388





Instagram @tcxbootsusa

Total Followers – 11,133 thru June 1, 2019 - Another 500 for the month!!

Average 68 likes per post & 1 comments

51 post for the month

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

Top Hashtag: #mx

Top Post: 286 Likes & 4 comments

Website Clicks: 64

Audience: 89% men / 11% women

Most Liked Posts:

