

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

Press release

FIRST LOOK: TCX Reveals 2019 RT-RACE Pro Air Boot
Sent May 22, 2019 @ 9:04AM PST

<https://ridetcxboots.com/first-look-tcx-reveals-2019-rt-race-pro-air-boot/>

MEDIA LIST - As of May 31

Sent: 309 - show - hide
Read: 80 (27.5%)
Clicks: 7 (2.4% of all Sent, 8.7% of all Read)
Send2Friends: 0 (0%)
Hot Prospects: 16 (5.5%)
Unsubscribed: 0 (0%)
Bounces: 19 (6.1%)
Last Read: 2019 / May / 30 at 14:02










Read once: 55
Read twice: 12
Read 3 times: 4
Read 4 times: 2
Read 5+ times: 7
Total Reads: 183
Relative Read Rate: 59%

TCX/MTA Employees and Dealers - As of May 31

Sent: 1227 - show - hide
Read: 214 (19.5%)
Clicks: 8 (0.7% of all Sent, 3.7% of all Read)
Send2Friends: 0 (0%)
Hot Prospects: 43 (3.9%)
Unsubscribed: 2 (0.16%)
Bounces: 133 (10.8%)
Last Read: 2019 / May / 31 at 10:04

Read once: 149
Read twice: 28
Read 3 times: 16
Read 4 times: 8
Read 5+ times: 13
Total Reads: 454
Relative Read Rate: 36.9%

MotoVan / MTA Intranet: New Blog Posts.

MAY 29, 2019	
 Why "Michelin" Soles? By Phillip Cotner TCX Boots	45 hours ago
MAY 24, 2019	
 WHAT IS "IDEAL" CONSTRUCTION By Phillip Cotner TCX Boots	6 days ago
MAY 22, 2019	
 Racing_TechFeatures.jpg By Phillip Cotner TCX Boots	9 days ago
 Racing_TechFeatures DFC.jpg By Phillip Cotner TCX Boots	9 days ago
 TCX Boots - RT-RACE Pro Air By Phillip Cotner TCX Boots	9 days ago
MAY 20, 2019	
 Hows That Boot Fit? By Phillip Cotner TCX Boots	10 days ago
MAY 6, 2019	
 Top 20 Searched Boots on ridetcxboots.com - April 2019 By Phillip Cotner TCX Boots	3 weeks ago
MAY 1, 2019	
 2019 Monthly Focus - April Edition By Phillip Cotner TCX Boots	4 weeks ago
 19aprMF.pdf By Phillip Cotner TCX Boots	4 weeks ago

TCX Current Advertising

Web Advertising

- Nothing at this time.

Print/Online Advertising

- Alessia has asked to put a hold on anymore advertising til MotoVan situation is settled.
- Dirt Bike Summer Digital Issue - \$500

Print and Online Publications

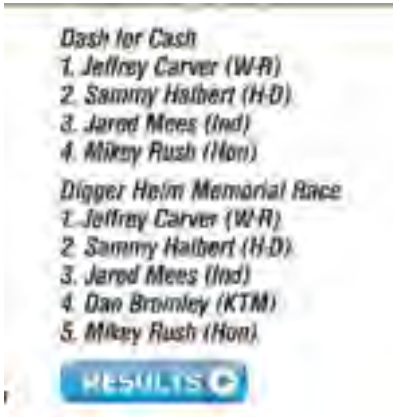
Cycle News Issue 18, May 7, 2019

WIN AD - SUZUKI, pages 30-31
Chris Parrish



IN THE WIND, Pages 36

Carver Cashes In AT Digger Helm Memorial



Dash for Cash

1. Jeffrey Carver (W-R)
2. Sammy Halbert (H-D)
3. Jared Mees (Ind)
4. Mikey Rush (Hon)

Digger Helm Memorial Race

1. Jeffrey Carver (W-R)
2. Sammy Halbert (H-D)
3. Jared Mees (Ind)
4. Dan Bromley (KTM)
5. Mikey Rush (Hon)

[RESULTS](#)



Carver and Sammy Halbert (69) spent much of the day this close.



Jeffrey Carver (23) was the big winner at the Eddie Muldren West Coast Dirt Track at Willow Springs. PHOTO: MITCH FRIEDMAN

IN THE WIND, Page 42-43
Shirey Wins Sage Riders National Hare & Hound
Jacob Argubright P3
Note: No pics of Jacob

IN THE WIND, Page 46-47
Andrew DeLong P9, Austin Lee P10
Note: No pics of Andrew or Austin

SUPERCROSS Monster Energy AMA Supercross Page 62-80
250 East West Showdown
Michael Mosiman P7, Jordan Bailey P13
No pics of the team

MOTOAMERICA, AMA FIM North American Road racing Championship, 98-108
Superbike Race 1 / 2
Jake Lewis P5 / P5
Supersport Race 1 / 2
Josh Hayes 3 / 2
Liqui Moly Junior Cup Race 1 / 2
Dallas Daniels 2 / 4
Twins Cup
Chris Parrish P1

INTERVIEW - Brad Baker, pages 110 - 118
Never Stop

view of the racetrack, so instead of going back and forth and talking to them [Bronson and Briar Bauman] I just text them what I'm seeing.

I think they could have done to make the show run smoother. So, really, I've got three jobs." The forced move away from the handlebars

Baker's was a unique style in which he never looked like he was going fast until you saw the stopwatch.





Cycle News Issue 19, May 14, 2019

FLAT TRACK - American Flat Track Championship, Page 66 - 77



AFT Twins: Sammy Halbert P3
AFT Singles: Chade Cose P6,
AFT Production Twins Chad Cose P6

Cycle News Issue 20, May 21, 2019

BETA WIN AD - Pages 18-19
Cody Barnes Featured



IN THE WIND, Page 40
Brad Binder



MOTOCROSS - Lucas Oil AMA Pro Motocross Championships, Page 56
450 Class - Colton Aeck P39
250 Class - Michael Mosiman P7, Jordan Bailey P20, Thomas Covington P26

Cycle News Issue 21, May 29, 2019

IN THE WIND, Page 50-52
Mike Witkowski P8, Cody Barnes P10
No pics

SUPERCROSS - Monster Energy AMA Supercross, Page 68-82
Jordan Bailey 8th



17th, Thomas Covington (TCX), Justin Bailey (21) and the rest of the 250MX race through the second turn to the 250MX race.

MY OWN

JUSTIN COOPER

Justin Cooper was fast in his qualifier (450MX) included his top in the second race was another great day. "It came about again to chase the best (in world) but not a good trip of my and..."



ALEX MARTIN

After seeing the 250MX of last, Alex Martin was fast in his qualifier. A 10th place in the first race but eventual first place and ended up 11th to almost pull the top...

250MX Results

- ...
- 8. Michael Mosiman – Rockstar Energy Husqvarna Factory Racing (8-11)
- 17. Thomas Covington – Rockstar Energy Husqvarna Factory Racing (11-25)
- 20. Jordan Bailey – Rockstar Energy Husqvarna Factory Racing (17-18)

FLAT TRACK - American Flat Track Championship, Page 84-90
AFT Singles: Chad Chose P5, Max Whale P7, Ben Lowe P10
No Pics

STUFF, Page 114



TCX RT-RACE PRO AIR BOOTS
 \$499.99 at all Your Local TCX Dealer
www.ridetcxboots.com

The ultra-ready RT-Race Pro Air boots utilize TCX's Double-Fix Control system, allowing flexibility while limiting overextension. The vented boots feature TCX's System-Fit Control internal lacing system with five micro-adjustable quick-release aluminum buckles at the top. The soles are inspired by Michelin Power Supersport five tires and are designed for enhanced grip on the peg and greater resistance to wear. They are CE Certified to EN 13634, and are now available in the new colorway of black, grey, and yellow.

Dirt Bike Magazine, June Issue
2019 AMA West ISDE Qualifier, Page 24

ROOST 06.2019 2019 AMA WEST



DYNN PROGRAM
 The current points leader in the Kenda/SRT AMA Hare & Hound National Championship Series, Jacob Argueta, fell right at home at round one of the AMA West Region ISDE Qualifier Series near Red Mountain, California. He won the first day by more than two minutes and was runner-up by seven seconds on day two, putting him in the points lead at two different times.

KYLE RIDER ADAMS
 AMA off-road racing manager Kyle Rider came out from Ohio to be on hand and to answer the messy question that came up. He'll be attending all of year, as well as Six Days. But he got back to his roots, riding our E test bike to fifth in the W1 Lighter Expert class.

The Infamous MINT 400 Returns!
Page 86-92



Road racing World April Issue (digital version shipped May 5)

Suzuki Ad, Page 2
Chris Parrish - Current MotoAmerica Twins Cup Champion



Online Articles and Press Releases

Jeff@vridetv.com - May 11, 2019

Subject: TCX Boots USA is sponsor of the day on Vridetv & social media

It's that time again, **TCX Boots is today's featured sponsor of the day on Vridetv** and has been highlighted at the top of our Sponsor's page <http://www.vridetv.com/sponsors.html>

Additional posting have been made on:

Twitter: <http://twitter.com/VRIDETV> (10.2K followers)(**TCX Boots** tagged)

Facebook: <http://www.facebook.com/vridetv> (4,990 friends)(with link to **TCX Boots** FB page)

Facebook: <https://www.facebook.com/VRIDETVcom> (4,050 fans)(with link in the comment box to check out **TCX Boots** website)

Also: Have you reached a decision on the continued sponsorship?

Have a great day & Ride Safe

Best regards, Jeff Pennock Founder/Producer VRIDETV

Ben Gloddy, May 22, 2019

Recap of LRRS Rounds and NEMM

It has been a great start to my 2019 race season and the countdown is on for my MotoAmerica debut in Utah the weekend of June 15th & 16th, I cannot wait! Below is a recap from my last few weekends. I apologize for the delayed updates. This weekend I am off to Summit Point in West Virginia for the first time. I can't wait to check out a new track and work with Dale and my teammates. I will send a recap of my weekend next week.

...

<https://ridetcxboots.com/focus-on-ben-gloddy-7/>



Bell Helmets, Press Release May 21, 2019
Subject: Bell Helmets Race Report



Cody Barnes kept his podium streak alive this week at the John Penton GNCC. Cody finished 1st overall in the XC3 125 Pro-Am Class - and is also leading the series in points.

Cody Barnes, Press Release May 5, 2019
Subject: X Factor GNCC race report

GNCC round 5
Event: X-Factor
Location- Peru, Indiana
Date- 5/5/19

I got off to decent start and found myself in the second place spot after lap one. Close to the end of lap 2 I made a mistake and went down in a corner on a rock resulting in my pipe getting smashed to the point it came out of the cylinder. After riding a mile or so with the pipe like that to make it to the pits the whole beta USA team gave a helping hand to get me going again. After a pipe and silencer change I was back on the track but lost a ton of time and lost a lot of positions. I put my head down and and charged all the way to the end to work my way up to the second place spot in XC3 class.



Cody Barnes, Press Release May 12, 2019
Subject: GNCC Race Report

Series: GNCC
Round 6
Event: The John Penton
Location: Millfield OH



With rain Friday and high temps in the forecast I knew that it was going a tough race. I got off to a second place start and stayed there for most of the first lap learning the lines in the mud holes and hills. After the first lap was done the race was on. Swapping positions the whole race. Taking different lines to make passes and trying to ride mistake free while going fast was no easy task. With the race being so close all race It came down to the last lap. I was in the second place spot and knew I had to make something happen. With about 3 miles to go I took a different line up a hill and made the pass for the lead. With already battling for 3 hours a 3 mile sprint at the end was no easy task but I was able to put it together and come out with the XC3 win and 16th overall!!

Thank you for all the support!! Photos are by Ken Hill



<https://ridetcxboots.com/focus-on-cody-barnes-6/>

Cody Barnes, Press Release May 27, 2019
Subject: GNCC Race Report

Series: Full Gas Sprint Enduro
Round 4
Event: Hidden Valley Golf
Glen Daniel, WV
Date: 5/25/2019 5/26/2019

On day one of the two day event I got off to a slow start. Over riding and trying to push to hard in the first few test cost me a lot of time. As the day went on I was able to regroup and put in some solid test results and come back to 4th.

On day two I rode a lot better. There was around a 20 second between me and third place so I knew I had to put my head down and ride fast and not make many mistakes. I was able to win 3 tests in the Pro 2 class on Sunday and close the gap to take the 3rd place spot.

I finished 3rd in Pro 2 and 10th overall after the 2 days of racing.

Photos are from Darrin Chapman



<https://ridetcxboots.com/focus-on-cody-barnes-7/>

Cody Johncox, Press Release May 13, 2019

Subject: Cody Johncox Perris race report




Last weekend my mechanic Mike Luczak and I made the trip out west for the Perris and Sacramento rounds. ...

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



Cycle Gear, May 4, 2019

Subject: RECENT MARKDOWNS and CLOSEOUTS up to 65% OFF

		
TCX X-Cube EVO WP Boots (36)	Shoei GT-Air Swayer Helmet	AGV Sport Alloy Riding Jeans
\$179.99 \$72.00	\$670.99 \$434.99 ★★★★☆	\$129.00 \$99.99

Cycle Gear, May 5, 2019

Subject: CG EXCLUSIVE: \$30 Off Dainese Superleggera Jacket & More Premium Gear

TCX X-Cube EVO WP Boots (36)	AGV Sport Alloy Riding Jeans	Fly Racing Dirt Maverik Boots
\$170.00 \$72.00	\$120.00 \$99.99	\$150.00 \$95.96 ★★★★★
Fox Racing V1 Race Helmet	TCX Street Ace Limited Edition WP Boots	Bell MX-9 MIPS Marauder Helmet
\$160.00 \$110.47 ★★★★★	\$130.00 \$119.99 ★★★★★	\$100.00 \$95.97 ★★★★★







Cycle Gear, May 6, 2019

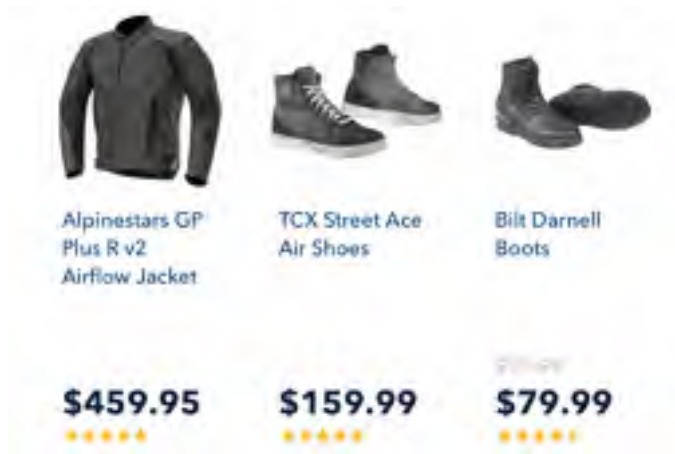
Subject: Which Shoes are for YOU? Where to start...

Street & Steel Mercenary Boots	O'Neal Element Boots	TCX Blaze Boots
\$99.99	\$139.99	\$99.99 ★★★★★

		
TCX Mood Gore-Tex Shoes	Joe Rocket Mercury Boots	Dainese Dinamica D-WP Shoes
\$189.99	\$98.99	\$229.95

Cycle Gear, May 16, 2019
Subject: GEAR for the GRIND: Commuting at its best!

		
TCX Street Ace WP Shoes	TCX Hero WP Boots	Bilt Techno 2.0 Sena Bluetooth Helmet
\$159.99 ★★★★★	\$249.99 ★★★★★	\$169.97 ★★★★★
		
Shoei Neotec 2 Helmet	Street & Steel Oakland Jeans	TCX Blaze Boots
\$699.00 ★★★★★	\$129.99 ★★★★★	\$99.99 ★★★★★

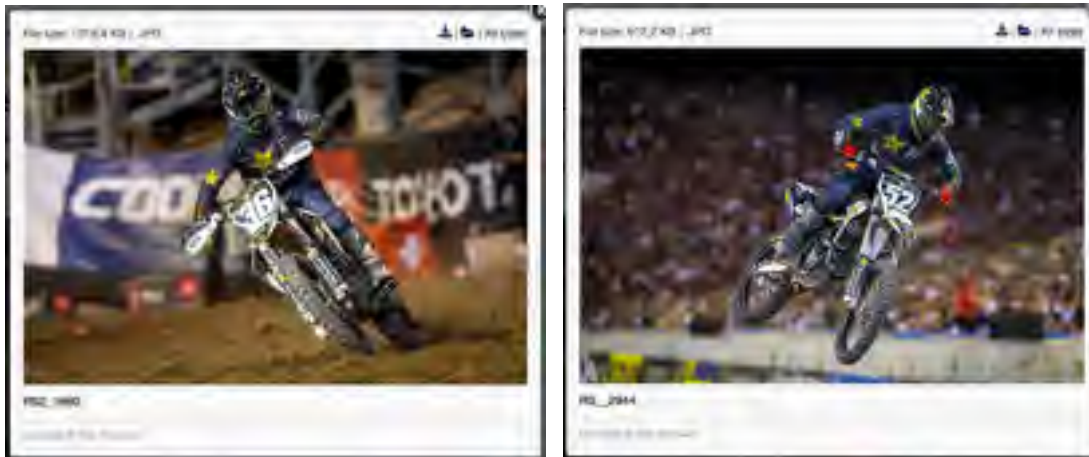


Husqvarna Motorcycles GmbH, Press Release May 5, 2019
Subject: ZACH OSBORNE CLAIMS A TOP-FIVE FINISH AT LAS VEGAS SX FINALE

250SX E/W Showdown Results
7. Michael Mosiman – Rockstar Energy Husqvarna Factory Racing
13. Jordan Bailey – Rockstar Energy Husqvarna Factory Racing

250SX East Rider Point Standings
10. Jordan Bailey – Rockstar Energy Husqvarna Factory Racing – 101 points

250SX West Rider Point Standings
6. Michael Mosiman – Rockstar Energy Husqvarna Factory Racing – 144 points



Husqvarna Motorcycles GmbH, Press Release May 18, 2019
Subject: GREAT START TO THE PRO MOTOCROSS SEASON FOR ROCKSTAR ENERGY HUSQVARNA

250MX Results
7. Michael Mosiman – Rockstar Energy Husqvarna Factory Racing (7-11)
20. Jordan Bailey – Rockstar Energy Husqvarna Factory Racing (17-19)
26. Thomas Covington – Rockstar Energy Husqvarna Factory Racing (27-22)

No pics of the team.

Husqvarna Motorcycles GmbH, Press Release May 27, 2019

Subject: ROCKSTAR ENERGY HUSQVARNA FACTORY RACING CLAIMS TWO TOP-FIVE FINISHES AT FOX RACEWAY

250MX Results

...

- 8. Michael Mosiman – Rockstar Energy Husqvarna Factory Racing (8-11)
- 17. Thomas Covington – Rockstar Energy Husqvarna Factory Racing (11-25)
- 20. Jordan Bailey – Rockstar Energy Husqvarna Factory Racing (17-18)

250MX Rider Point Standings

...

- 8. Michael Mosiman – Rockstar Energy Husqvarna Factory Racing – 47 points
- 19. Jordan Bailey – Rockstar Energy Husqvarna Factory Racing – 13 points



Phoenix Racing, Press Release May 7, 2019

Subject: Honda / Phoenix Racing - GNCC Round 5 Report & Photos

Phoenix Racing Honda rider Austin Lee scored his second straight podium finish during the GNCC motorcycle race at X-Factor Whitetails in Peru, IN. Lee is riding a Honda CRF 250RX in the SX 250 Pro class this season. Teammate Andrew Delong finished seventh in XC1 Open Pro.



Phoenix Racing, Press Release May 15, 2019

Subject: Phoenix Racing Honda ATVMX Press Release
Noah Mickelson fifth-place overall finish.



Phoenix Racing, Press Release May 20, 2019

Subject: Phoenix Racing Overcomes Adversity at John Penton GNCC
XC2 Austin Lee P4
XC1 Andrew DeLong P9
4 x 4 Sport Quad College A - Noah Mickelson P4



Phoenix Racing, Press Release May 28, 2019

Subject: Phoenix Racing Honda ATVMX Press Release
4 x 4 Pro=AM - Noah Mickelson P2



Jacob Argubright, Press Release May 8, 2019

Subject: Argubright Keeps Championship In Close Sight After Round 5 Of The AMA National Hare & Hound Championship In Utah

Official AMA National Hare and Hound Results:

- Jacob Argubright (KAW)




AMA National Hare and Hound Points:

- Jacob Argubright- 127 (-4)









RevZilla, Press Release May 13, 2019

Subject: Prices just dropped on DOZENS of top products!

 Alpinestars Celer Gloves \$59.99 ★★★★★	 TCX Street Ace WP Coffee Brown Shoes \$119.99 ★★★★★	 Dainese X-Run Gloves \$89.97 ★★★★★
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RevZilla, Press Release May 15, 2019

Subject: Winning never goes out of style

 Fox Racing Comp 5 Boots \$149.96 ★★★★★	 Fly Racing Dirt Maverik Boots \$95.96 ★★★★★	 TCX X-Helium Michelin Boots Closeout \$212.49 ★★★★★
 Alpinestars Tech 1 Boots \$159.95 ★★★★★	 Thor Blitz CE Boots \$87.96 ★★★★★	 TCX Comp EVO Boots \$377.99 ★★★★★




RevZilla, Press Release May 24, 2019

Subject: Memorial Day DEALS up to 50% OFF this weekend ONLY

		
Stylmartin Indian Boots	TCX Street Ace Air Women's Shoes	SIDI Arcadia Boots
\$295.00 \$235.00 ★★★★★	\$159.99 \$135.99 ★★★★★	\$179.00 \$161.10 ★★★★★

RevZilla, Press Release May 27, 2019

Subject: Memorial Day DEALS are almost GONE

		
Alpinestars Roam 2 Air Boots	Stylmartin Indian Boots	TCX Street Ace Air Women's Shoes
\$169.85 \$109.99 ★★★★★	\$295.00 \$235.00 ★★★★★	\$159.00 \$135.99 ★★★★★

Team Hammer, Press Release May 4, 2019

Subject: LEWIS RETURNS TO THE TOP FIVE IN VIRGINIA



Team Hammer, Press Release May 8, 2019

Subject: KELLY AND TEAM HAMMER BACK ON THE PODIUM IN VIRGINIA



Social Media

Facebook Fan Page "TCX Boots USA"

Total Likes – 11,270

Total Reach – 1.5k

Post Engagement – 232

Videos: 20

Page Views: 218

Largest Audience – Male 18-24 (42%) - Same as last month (again)

Audience Engaged (like, click, comment or shred posts) – Male 25-34 (22%)

Best Post – May 28, 2019 - Good Luck to #teamtcx Josear Carrasco with Kontiki Motorcycles

511 Reach, 31 Likes, Comments and Shares

Overall Audience: 92% Men / 7% Women

NOTE: this is the largest % between men and women in years.



Twitter "TCXBootsUSA"
Followers – 384

28 day summary with change over previous period

Tweets	Tweet Impressions	Profile Views	Retweets
11 ↑268.7%	3,754 ↑88.7%	98 ↑3.2%	9 ↓18.2%

May 2019 · 30 days ago

Top Tweet earned 620 impressions

Hey look what we found at #motorforza
#focusonboots
pic.twitter.com/q5KEgeUdUS

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

Top mention earned 23 engagements

Chris Smith
@ChrisSmith1971 · May 1

@RevZilla @IconMotorsports
@TCXBootsUSA @suzukicycles @Honda
@RevZilla @Progressive
@HotbodiesRacing @EvotechRaceTeam
@Big1Motorsports #RevZilla father & 2
sons ready for #RidingSeason which is all
the time not just warm weather
#FamilyRidingTogether #2WheelLife
pic.twitter.com/4JWhy5gXB

Top Follower followed by 3,611 people

MirrorBiker
@MirrorBiker · FOLLOWING

Motorcycle columnist for the Daily Mirror & Mirror Online.
Journalist, writer, traveller. My views are just that. *W*

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

Top media Tweet earned 234 impressions

Up early in #LasVegas and need your #tcx
fix. Stop into BellissiMotoHQ today!
#focusonboots #buylocal #boots
pic.twitter.com/mxcuYN71kk

Instagram @tcxbootsusa

Total Followers – 10,625 thru May 31, 2019 - Another 500 for the month!!

Average 74 likes per post & 1 comments

47 post for the month

1 video for the month

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

Top Hashtag: #offroad was the top hashtag

Top Post: 286 Likes & 4 comments

Website Clicks: 64

88% men / 12% women (same as last month again, again, again)

Most Liked Posts:

