



## HMNA Monthly Noise – April 2013

### Print Publications

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#### ***Dirt Bike Magazine – May 2013***

- Saddle: The electron neutralizer – Ron Lawson editorial – Pg. 8  
Inset image is of the editor riding a Husqvarna TE310R.
- Roost: Being Social – Pg. 24  
Images of the Dirt Bike crew play riding aboard Huskys.
- ADVERTISEMENT: Klim “Durability Is Essential” – Pg. 36-38  
One-page ad featuring full-page image of off-road rider on a TXC310R.
- Adventure On The Cheap: 650 Adventure Comparison – Pg. 68-74  
Comparing the KLR650, XR650L, DR650S and TR650 Terra in a dirt-based shootout. Terra is praised for being “the overwhelming power king in this group.” Story also notes that testing will continue on DirtBikeMagazine.com.
- Product Test: FMT Folding Trailer – Pg. 104  
Product photo shows a Husqvarna mounted on the trailer.
- ADVERTISEMENT: Pro Circuit “We Have the Off-road World Covered” – Pg. 115  
Inside back cover full-page ad featuring image of FAR Husky’s Andrew DeLong.

#### ***Motocross Action Magazine – May 2013***

- On The Mainjet: What Does KTM Have Planned for Husqvarna? – Pg. 33  
Staff of MXA speculates as to the future of Husqvarna listing several possible scenarios.
- Tech Hotline: Ask The MXperts – What Will Happen To The Terra 650? – Pg. 156  
Staff answers a reader question – incorrectly stating that the Terra has been discontinued.

**View all print articles at [www.husqvarna-motorcyclesna.com/press.php](http://www.husqvarna-motorcyclesna.com/press.php)**

### Online Features

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#### **Vurbmoto.com – Breaking News: Herlings KTM-Husqvarna Deal\*\***

<http://vurbmoto.com/blogs/breaking-news-herlings-ktm-husqvarna-deal/13250/>

**\*\*April Fool's joke** by Vurb Moto stating that Jeffrey Herlings signed with Husqvarna.

#### **Dirtrider.com – Weekly Dirt: April 10, 2013**

<http://www.dirtrider.com/features/steele-creek-gncc-taddy-blazusiak-rally-racing-blake-wharton-win-baja-racing-big-6-gp-racing-the-weekly-dirt-april-10-2013/>

Ricky Yorks race report on Husqvarna 1-2-5 Challenge.

#### **VitalMX.com – MTA Two-stroke Championships**

<http://www.vitalmx.com/photos/features/MTA-Two-Stroke-Championships.37360/125-Class-Start.66100/bayodome.1067>

Two-stroke MX World Championship race report and photo gallery.



**MotocrossActionMag.com** – 2013 MTA World Two-Stroke Championships  
<http://motocrossactionmag.com/Main/News/2013-MTA-WORLD-TWOSTROKE-CHAMPIONSHIP-BIG-PAYDAYS-9972.aspx>

Two-stroke nationals race report with spotlight on Husqvarna 1-2-5 Challenge

**RacerXonline.com** – Wake-Up Call – April 8  
<http://www.racerxonline.com/2013/04/08/wake-up-call>

Monday morning results and standings including Husqvarna 1-2-5 Challenge

**Cycle News Digital Issue 15** – And What About Husky? – Pg. 62  
<http://cyclenews.uberflip.com/i/122010/0>

KTM's Stefan Pierer talks about his plans for the Husqvarna brand in the second of a two-part Cycle News feature interview.

**Cycle News Digital Issue 15** – The Wonder Years Revisited – Pg. 92  
<http://cyclenews.uberflip.com/i/122010/0>

Race report/feature on Two-Stroke Championship with focus on Husqvarna 1-2-5 Challenge.

**Cycle News Digital Issue 17** – ADVERTISEMENT: Maxxis “Find Your Flow...” – Pg. 77  
<http://cyclenews.uberflip.com/i/125065/0>

Maxxis ad featuring full-page image of Andrew DeLong aboard his FAR GNCC race bike.

**Cycle News Digital Issue 17** – ADVERTISEMENT: Klim “Durability Is Essential” – Pg. 109  
<http://cyclenews.uberflip.com/i/125065/0>

Ad features full-page image of off-road rider on a TXC310R.

**DirtBikeMagazine.com** – MTA 2-Stroke MX World Championship: Photo Gallery  
<http://www.dirtbikemagazine.com/ME2/dirmod.asp?sid=&nm=&type=news&mod=News&mid=9A02E3B96F2A415ABC72CB5F516B4C10&tier=3&nid=760E06D23BFF4AED94DDCC1C499FB6C3>

Multiple images of Husqvarna CR125s in this online gallery.

**DirtBikeMagazine.com** – Off-Road 250F Shootout  
<http://www.dirtbikemagazine.com/ME2/dirmod.asp?sid=&nm=&type=news&mod=News&mid=9A02E3B96F2A415ABC72CB5F516B4C10&tier=3&nid=D926F49B867A474D8B5477AA9FF56F09>

KTM 250 XC-F vs. Husqvarna TXC250R (as seen in April issue of Dirt Bike).

**MotocrossActionMag.com** – Motocross Action’s Weekend News Report  
<http://motocrossactionmag.com/Main/News/MOTOCROSS-ACTIONS-FRIDAY-NEWS-REPORT-WHAT-IS-AN-OB-10002.aspx>

“KTM Reveals Some Plans for Husqvarna” Info gleaned from two-part Cycle News interview with Stefan Pierer.

**TheMAXC.com** – Husqvarna Spring Fever Sales Event  
<http://themaxc.com/2013/04/20/husqvarna-spring-fever-sales-event/>

A good example of the healthy pick-up the Husky Spring Fever Sales Event is getting from clubs and race promoters.



## Video

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**VitalMX.com** – 2013 Glen Helen Two-Stroke Championships Presented by MTA / L.A. Sleeve Co  
<http://www.vitalmx.com/videos/member/2013-Glen-Helen-Two-Stroke-Championships-Presented-by-MTA-L-A-Sleeve-Co.8699/ocscottie.405>

Video from two-stroke nationals (“Music by two-strokes”)  
*\*Video repurposed on GlenHelen.com.*

**YouTube channel: HusqvarnaNA** – Husqvarna 125 Challenge – On Board with Ryan Dudek  
<http://www.youtube.com/watch?v=ehXMS39alzK>  
Husqvarna edited video from Two-Stroke MX World Championship featuring Cycle World’s Ryan Dudek helmet cam clips.

## Social Media

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### **Facebook Fan Page “Husqvarna Motorcycles USA”**

Total Likes – 17,134  
New Likes – 442 (April 2013)  
Monthly Talking About Husqvarna USA\* – 6,177

### **Twitter @HusqvarnaNA**

Total Tweets – 19 (April 2013)  
New Followers – 112  
Total Followers – 1,398

\* The number of people sharing stories about your Page. These “stories” include liking your Page, posting to your Page’s Wall, liking, commenting on, or sharing one of your Page posts.

### **Facebook Fan Page: Husqvarna Motorcycles USA**

#### **Josh Welch in response to “What are your favorite riding conditions?”**

“Love starting up the Husky at sunrise in the desert prepping to run the bomb run a few times prior to the start of a desert race. Having that sun come up in the east, the cold desert air in the winter...you just know that an hour later the race will start and you will be hauling ass across an open desert with a big smile on your face!”

#### **Ross Harder (contest winner) Thank you/ “Acceptance speech”**

“I want to thank everyone at Husqvarna for the awesome Team Hoodie I just received for winning the photo caption contest last week. I also want to thank everyone else that entered the contest for writing dumber captions than mine so I could win.”