

Resmarket – August 2013

## HMNA Monthly Noise – August 2013

### Print Publications

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#### ***Dirt Bike Magazine – September 2013***

- Last Dog Standing: A spectacle with an audience of eight – Pg. 74-78  
Five-page pictorial from the Glen Helen event with multiple pictures of Cory Graffunder.
- 10-Hour Endurance Race – Pg. 96-97  
Event feature showcases Charles Jirsa's Husqvarna TC449.
- Back In The Day: The Husky monument – Pg. 114  
"The Golden Page" features a vintage photo and small write-up about the infamous site.

#### ***Motocross Action Magazine – September 2013***

- On The Main Jet: Jacky Martens to Become New Husky Grand Prix Team Manager – Pg. 25  
News clip on the announcement of Husqvarna's MXGP racing effort.

#### ***Dirt Rider Magazine – October 2013***

- Tear Offs: Top Story – Taylor Robert Fetches Last Dog Standing Win – Pg. 26  
Photo and mention of Husqvarna's Cory Graffunder who finished second at the 2013 race.
- ADVERTISEMENT: Klim "Durability is Essential" – Pg. 69  
Full-page ad featuring an off-road rider on a TXC310R.
- ADVERTISEMENT: Spectro "Superior Quality... Period." – Pg. 106  
Quarter-page ad featuring image of Fred Hoess aboard TC250R at the 2012 ISDE.

#### ***Parts Magazine – September 2013***

- Emde Report: Mr. Motocross – Pg. 4  
Editorial for the September issue features Torsten Hallman and discusses his impact on Husqvarna and the entire motocross industry.

#### ***Racer X – October 2013***

- X Marks The Spot: 6<sup>th</sup> Annual Racer X Inter-Am – Pg. 96  
No new machinery here, but this vintage pictorial showcases some great branding!

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

### Online Features

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**Racer X Online** – The Notebook: Lake Elsinore

<http://motocrossactionmag.com/Main/News/bf4adafe-7aba-4f53-a899-677499d08d47.aspx>

Racer X gives mention that Tyla Rattray is heading back to Europe to ride for Husqvarna.

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**Motocross Action** – Husqvarna Signs Second 250 Rider for 2014 Team

<http://motocrossactionmag.com/mobile/News/HUSQVARNA-SIGNS-SECOND-250-RIDER-FOR-2014-TEAM-10410.aspx>

News report of Husqvarna signing with Aleksandr Tonkov.

**Motocross Action** – Tyla Rattray, Todd Waters for Husqvarna GP Motocross Team

<http://motocrossactionmag.com/Main/News/ITS-OFFICIAL-TYLA-RATTRAY-TODD-WATERS-ROMAIN-FEBRV-10479.aspx>

More news on the announcement of Husqvarna’s international race team.

**Top Speed** – 2013 Husqvarna TXC310R

<http://www.topspeed.com/motorcycles/motorcycle-reviews/husqvarna/2013-husqvarna-txc310r-ar159724.html>

Profile info on the 2013 Husky TXC310R.

**Cycle News Digital Issue 31** – Bikes Of The Stars – Pg 122

<http://cyclenews.uberflip.com/i/148526>

Spread feature of Cory Graffunder’s TXC310R EnduroCross bike.

**Transworld Motocross** – Tyla Rattray – Back to Europe

<http://motocross.transworld.net/1000152117/news/tyla-rattray-back-to-europe/>

Another news mention of Tyla Rattray signing with Husqvarna to ride MXGP in 2014.

**Dirt Bike Magazine** – Tyla Rattray to Husqvarna

<http://www.dirtbikemagazine.com/ME2/dirmod.asp?sid=&nm=&type=news&mod=News&mid=9A02E3B96F2A415ABC72CB5F516B4C10&tier=3&nid=84D87F45EFA145718B636A608BB5AE36>

Write-up of Husqvarna’s announcement of signing Tyla Rattray.

## Video

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**DirtRider.com** – 2013 Kenda Tennessee Knockout Video Highlights – Event Recap

<http://www.dirt rider.com/features/2013-kenda-tennessee-knockout-video-highlights/>

Husqvarna racer Cory Graffunder gets his share of screen time on this re-cap video. Watch him abuse his TXC310R in the American extreme enduro en route to a third-place finish in the 2013 event.

## Social Media

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

Total Likes – 19,123

New Likes – 523 (August 2013)

Monthly Talking About Husqvarna USA\* – 8,254



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**Twitter @HusqvarnaNA**

Total Tweets – 20 (August 2013)

New Followers – 106

Total Followers – 1,665

\*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:**

**“Where do you escape to on your Husky?”**

#### **Jeff**

“At the supermoto track... Duh.”

#### **Dave**

“Getting ready for the ACP and AVDRA seasons in Arizona!”

#### **Brian**

“The good ol coal mines.”

#### **David**

“Primarily to the motocross track... Later to trail ride.”

#### **Michael**

“Anywhere I can gas it!”