



HMNA Monthly Noise – February 2013

Print Publications

Cycle World – March 2013

- ADVERTISEMENT: Ride Terra To It – Pg. 2
Full-page TR650 Terra ad. (Baja lobster lunch)

Motorcyclist – April 2013

- ADVERTISEMENT: Ride Terra To It – Pg. 27
Full-page TR650 Terra ad. (Home Style Cooking)

Dirt Bike Magazine – March 2013

- From The Saddle: Confessions of a lousy mechanic – Pg. 10
Ron Lawson's editorial features a quarter-page image of him riding a 2012 TXC310.
- ADVERTISEMENT: Husqvarna 2013 – Pg. 11
Full-page "The Power To RiDE MORE" ad.
- Roost: 2012 Dirt Bike Magazine Ride Day – Pg. 22
Collage contains image of Husqvarna racer Cory Graffunder on his TXC310.
- Riding With Legends In Montana: The Rocky Mountain Road Trip – Pg. 100-105
Six-page feature story contains multiple images of Larry Roeseler aboard a TE310.

Dirt Rider Magazine – April 2013

- Route Sheet: What We're Testing; Social Chatter – Pg. 10
Image of FAR Husqvarna racer Andrew DeLong included with season schedule.
- ADVERTISEMENT: Husqvarna 2013 – Pg. 25
Full-page Power To RiDE MORE ad.

Motocross Action Magazine – March 2013

- ADVERTISEMENT: Husqvarna 2013 – Pg. 17
Full-page The Power To Ride More ad.
- On The Mainjet: 2013 World Two-Stroke Championship Adds 125 Pro Class to Event – Pg. 37
Half-page write-up on Husqvarna sponsoring the new class, featuring a picture of the CR125.
- Performance Guide To The 2013 Husqvarna TC250 – Pg. 94-101
In-depth review of TC250R as critiqued and modified by the MXA staff, who were very critical of engine performance, but calls the TC250: "...much like Husqvarna itself, is a melting pot of tried-and-true technology blended with futuristic ideas."

View all print articles at www.husqvarna-motorcyclesna.com/press.php

Online Features

Touratech-USA.com – Testing Husqvarna's TR650 Terra

<http://www.touratech-usa.com/Adventure/Blog/iJcPZI/Testing-Husqvarna-s-TR650-Terra?sid=qzwwkicni>

Article featuring all the newest Touratech accessories for the Husky TR650.

Resmarket – February 2013



MotocrossActionMag.com – We Ride Andy Jefferson's Prototype Husqvarna TC310

<http://motocrossactionmag.com/Main/News/WE-RIDE-ANDY-JEFFERSONS-PROTOTYPE-HUSQVARNA-TC310-9792.aspx>

Article posted online as seen in the TK issue of Motocross Action Magazine.

UltimateMotorcycling.com – 2013 Husqvarna TR650 Terra | Review

<http://ultimatemotorcycling.com/2013-husqvarna-tr650-terra-review/>

Cycle World story as seen in the February issue.

DirtRider.com – Weekly Dirt: February 20 – 2012 Husqvarna CR144 Long Haul Update

<http://www.dirt rider.com/features/hells-gate-jcr-honda-indy-dealer-expo-2012-husqvarna-cr144-arr-the-weekly-dirt-february-20-2013/>

Sean Klinger's 50+ hour wrap-up of the Husky CR144.

Motorcycling.SpeedTV.com – BIKES: 2013 Husqvarna TC250R First Ride

<http://motorcycling.speedtv.com/article/bikes-2013-husqvarna-tc250r-first-ride/>

SPEEDtv.com shares content with Motorcycle-USA, leading into their online review.

CycleNews.com – Digital Issue 4 - Captured: "Pinned!"

<http://cyclenews.uberflip.com/i/106171>

Speedbrain Husqvarna photo from Dakar Rally.

RiderMagazine.com – 2013 Husqvarna TR650 Strada – First Ride

<http://www.ridermagazine.com/top-stories/2013-husqvarna-tr650-strada-first-ride.htm/>

Editor Greg Drenstedt offers an in-depth review of the Strada, comparing it to the Terra.

NEWS STORIES RELATED TO BMW SALE OF HUSQVARNA:

Auto Evolution – Stefan Pierer of KTM Details the Husqvarna Deal

<http://www.autoevolution.com/news/stefan-pierer-of-ktm-details-the-husqvarna-deal-54741.html>

Auto Evolution – Husqvarna Readies 2015 200cc Bike for India and More for the World

<http://www.autoevolution.com/news/husqvarna-readies-2015-200cc-bike-for-india-and-more-for-the-world-54846.html>

Auto Evolution – Husaberg and Husqvarna back Together under KTM Umbrella

www.autoevolution.com/news/husaberg-and-husqvarna-back-together-under-ktm-umbrella-55479.html

Red Bull – BMW Offloads Husqvarna Motorcycles

<http://www.redbull.com/en/motorsports/offroad/stories/1331581272514/bmw-offloads-husqvarna-motorcycles>

Enduro360.com – 2013 OSSA Enduro, Husqvarna Sale... economic realities

<http://www.enduro360.com/2013/02/07/blog/2013-ossa-enduro-husqvarna-sale-economic-realities/>

CycleNews.com – Digital Issue 5 – In The Wind: BMW Sells Husky

<http://cyclenews.uberflip.com/i/107694>



CycleNews.com – Digital Issue 6 – Voices: “BMW Sells Husky” letters from readers
<http://cyclenews.uberflip.com/i/108863>

Motorcycle Daily – The Swedes Reunite: Husqvarna and Husaberg to Share Technology
<http://www.motorcycledaily.com/2013/02/the-swedes-reunite-husqvarna-and-husaberg-to-share-technology/>

Motorcycle-USA.com – Pierer on Husqvarna & KTM 390 Duke Plans
<http://www.motorcycle-usa.com/588/15502/Motorcycle-Article/Pierer-on-Husqvarna---KTM-390-Duke-Plans.aspx>

Video



YouTube channel: TouratechUSA – Touratech Test – Husqvarna TR650 Terra
<http://www.youtube.com/watch?v=o-7mirwtaWo>
Ramona Schwartz chronicles riding and testing a Husqvarna TR650 Terra through Morocco, loaded with all-new Touratech accessories.

YouTube channel: Zone Television – 2013 Husqvarna TE310R - NYC Expo
<http://www.youtube.com/watch?v=vBijbcElgpE>
General overview of the 2013 Husqvarna TE310R as seen at the New York IMS show.

Autoline This Week 1062 – BMW Sells Husqvarna
<http://www.youtube.com/watch?v=o-7mirwtaWo>
“Autoline Daily” report includes segment on BMW sale of Husqvarna Motorcycles.

Social Media

Facebook Fan Page “Husqvarna Motorcycles USA”

Total Likes – 16,037 **WE HIT 16,000!**
New Likes – 476 (February 2013)
Monthly Talking About Husqvarna USA* – 5,063

Twitter @HusqvarnaNA

Total Tweets – 23 (February 2013)
New Followers – 90
Total Followers – 1,181

* 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



Husqvarna Motorcycles USA
6 minutes ago

Believe it or not, you aren't the only one who eats, sleeps, and breathes HUSKY.

When we're not hard at work building you the perfect Husqvarna to fit your riding needs, the employees of Husqvarna Motorcycles USA like to RiDE MORE just as much as you do!

Check out this awesome shot of Revelle Harrison, National Sales Manager, turning soil on the Husqvarna TC250R.

Have an great photo of you on your Husqvarna? Send it to Contact@resmarket.com for your chance to be featured on our Facebook page!

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Florian Gibas, Benedikt Wolf, Daniel Stahler and 20 others like this.

Write a comment...

Kent Taylor comments:

“Very cool! Husqvarna’s climb back into the fray has been one of the few good news mc company stories in recent years! You all sound so excited and passionate about your company! Great people and outstanding motorcycles... proud to be a Husky rider!”