



HMNA Monthly Noise – January 2013

Print Publications

Cycle World Magazine – February 2013

- ADVERTISEMENT: Ride Terra To It – Pg. 2
Full-page TR650 Terra ad. (Home Style Cooking)
- Watts It All About, Shane? Remedial roosting at the Dirtwise Academy – Pg. 52-53
Two-page story of Shane Watts' riding school, featuring the author and Watts on Husqvarnas.

Motocross Action Magazine – February 2013

- ADVERTISEMENT: Husqvarna 2013 – Pg. 17
Full-page "The Power To RiDE MORE" ad.

Dirt Bike Magazine – February 2013

- ADVERTISEMENT: Husqvarna 2013 – Pg. 11
Full-page "The Power To RiDE MORE" ad.
- Roost: 2012 EnduroCross Final – Pg. 16
Inset image of Kyle Redmond as part of Las Vegas EX finale photo collage.
- Roost: Motonation Ride Day – Pg. 19
Image of Husqvarna's Kyle Redmond in action at the Sidi ride day event.
- Steward Baylor: National Enduro Champion – Pg. 43
Image of Husqvarna racer Andrew Delong in the background of Baylor image.

Dirt Rider Magazine – March 2013

- ADVERTISEMENT: Husqvarna 2013 – Pg. 11
Full-page Power To RiDE MORE ad.
- Tear Offs: 2013 GNCC Schedule – Pg. 30
Image of FAR Husqvarna racer Andrew Delong included with season schedule.
- Labor of Love: Dirt Rider/Moab Trail Work Day – Pg. 44-48
Two-page spread image of Husqvarna's Kyle Redmond opens this 5-page feature.
- 2013 250F Motocross Shootout – Pg. 50-59
Husqvarna TC250R is included in six-way shootout. TC comes in last place, but is given favorable remarks saying it "has great suspension and handling characteristic."
- Bikes of Six Days: A look at the Top Euro Machines from the 2012 ISDE – Pg. 68-70
Half-page segment on Juha Salminen's Husqvarna TE310R and its unique features.
- Dual-Purpose and Terra-iffic: 2013 Husqvarna TR650 Terra – Pg. 78
One-page write-up on the TR650 Terra from the HMNA Terra Ride Day.

Touratech Travel Time – 2012/2013

- TR650 Terra – **COVER!!**
Full-page image of the Husqvarna TR650 Terra outfitted in Touratech equipment.
- Husqvarna TR650 Terra – Pg. 11
Half-page write-up on Touratech's new accessory line for the Terra.



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

Online Features

PopularMechanics.com – [2013 Husqvarna TR650 Strada Test Ride Comparison](http://www.popularmechanics.com/cars/motorcycles/reviews/2013-husqvarna-tr650-strada-test-ride)
<http://www.popularmechanics.com/cars/motorcycles/reviews/2013-husqvarna-tr650-strada-test-ride>
Mainstream review of the Strada, calling it “delightfully free of complicated tech.”

MotocyclistOnline.com – [2013 Husqvarna TR650 | First Ride](http://www.motocyclistonline.com/firstrides/122_1301_2013_husqvarna_tr650/viewall.html)
http://www.motocyclistonline.com/firstrides/122_1301_2013_husqvarna_tr650/viewall.html
“Where Terra Meets Strada” Aaron Frank’s write-up as seen in the January issue.

CycleWorld.com – [Watts It All About, Shane?](http://www.cycleworld.com/2013/01/24/shane-watts-dirtwise-academy-experience/)
<http://www.cycleworld.com/2013/01/24/shane-watts-dirtwise-academy-experience/>
Cycle World story as seen in the February issue.

DirtRider.com – [Husqvarna WR300 – Letter Of The Week](http://www.dirtrider.com/features/husqvarna-wr300-letter-of-the-week/)
<http://www.dirtrider.com/features/husqvarna-wr300-letter-of-the-week/>
Dirt Rider reader asks, “Where is the love?” requesting a test of the Husky WR300.

NEWS STORIES RELATED TO BMW SALE OF HUSQVARNA:

LA Times – [BMW gets out of the dirt, sells Husqvarna brand](http://www.latimes.com/business/autos/la-fi-mo-autos-bmw-sells-husqvarna-brand-20130131,0,2816844.story?track=rss)
<http://www.latimes.com/business/autos/la-fi-mo-autos-bmw-sells-husqvarna-brand-20130131,0,2816844.story?track=rss>

Wall Street Journal – [BMW Reorganizes Motorcycle Unit, Agrees to Sell Husqvarna](http://blogs.wsj.com/drivers-seat/2013/01/31/bmw-reorganizes-motorcycle-unit-agrees-to-sell-husqvarna/)
<http://blogs.wsj.com/drivers-seat/2013/01/31/bmw-reorganizes-motorcycle-unit-agrees-to-sell-husqvarna/>

Bloomberg – [BMW to Sell Husqvarna Brand Ending Off-Road Motorbike Effort](http://www.bloomberg.com/news/2013-01-31/bmw-to-sell-husqvarna-motorbike-brand-to-focus-on-city-transport.html)
<http://www.bloomberg.com/news/2013-01-31/bmw-to-sell-husqvarna-motorbike-brand-to-focus-on-city-transport.html>

The Economic Times – [KTM promoter Stefan Pierer’s Pierer Industrie buys out 100%...](http://articles.economictimes.indiatimes.com/2013-01-31/news/36658944_1_ktm-products-bajaj-auto-s-chakan-rajiv-bajaj)
http://articles.economictimes.indiatimes.com/2013-01-31/news/36658944_1_ktm-products-bajaj-auto-s-chakan-rajiv-bajaj

Fox Business – [BMW Sells Husqvarna Motorcycles to Pierer Industrie](http://www.foxbusiness.com/news/2013/01/31/bmw-sells-husqvarna-motorcycles-to-pierer-industrie/)
<http://www.foxbusiness.com/news/2013/01/31/bmw-sells-husqvarna-motorcycles-to-pierer-industrie/>

Reuters – [KTM owner buys Husqvarna motorcycle brand from BMW](http://uk.reuters.com/article/2013/01/31/uk-bmw-husqvarna-idUKBRE90U1AC20130131)
<http://uk.reuters.com/article/2013/01/31/uk-bmw-husqvarna-idUKBRE90U1AC20130131>

CycleWorld.com – [KTM Buys Husqvarna](http://www.cycleworld.com/2013/02/01/ktm-buys-husqvarna/)
<http://www.cycleworld.com/2013/02/01/ktm-buys-husqvarna/>

CycleNews.com – [BMW Sells Husqvarna: Sale to Pierer Industrie AG](http://www.cyclenews.com/articles/industry-news/2013/01/31/bmw-sells-husqvarna/)
<http://www.cyclenews.com/articles/industry-news/2013/01/31/bmw-sells-husqvarna/>



MotorcyclistOnline.com – [BMW Sells Husqvarna to KTM CEO](http://blogs.motorcyclistonline.com/bmw-sells-husqvarna-to-ktm-ceo-32553.html#axzz2JbRbOEV4)

<http://blogs.motorcyclistonline.com/bmw-sells-husqvarna-to-ktm-ceo-32553.html#axzz2JbRbOEV4>

MotocrossActionMag.com – [Motocross Action’s Weekend News Round-Up](http://www.motocrossactionmag.com/Main/News/MOTOCROSS-ACTIONS-FRIDAY-NEWS-ROUNDUP-NOBODY-RETIR-9737.aspx)

<http://www.motocrossactionmag.com/Main/News/MOTOCROSS-ACTIONS-FRIDAY-NEWS-ROUNDUP-NOBODY-RETIR-9737.aspx>

HellForLeather.com – [Stefan Pierer on purchasing Husqvarna](http://hellforleathermagazine.com/2013/02/stefan-pierer-on-purchasing-husqvarna/)

<http://hellforleathermagazine.com/2013/02/stefan-pierer-on-purchasing-husqvarna/>

Video



Dirt Rider – [2013 250 Motocross Shootout: Husqvarna TC250R](http://www.dirtrider.com/videos/2013-250-mx-shootout-husqvarna-tc250r/)

<http://www.dirtrider.com/videos/2013-250-mx-shootout-husqvarna-tc250r/>

Dirt Rider testers have a roundtable discussion of the Husqvarna TC250R as measured against the other 2013 250F motocrossers.

Social Media

Facebook Fan Page “Husqvarna Motorcycles USA”

Total Likes - 15,561

New Likes - 1,021 (January 2012)

Monthly Talking About Husqvarna USA* - 12,760

Twitter @HusqvarnaNA

Total Tweets - 31 (January 2012)

New Followers - 64

Total Followers - 1,155

* 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.

Digital Advertising

Facebook – January 2013

Total Impressions - 15,853,689

Total Click Report - 7,849

Google – January 2013

Total Impressions - 2,006,682

Total Click Report - 2,967