



## HMNA Monthly Noise – March 2013

### Print Publications

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#### *Popular Mechanics!* – April 2013

- AUTO INTEL: 2013 Husqvarna TR650 Strada – Pg. 44  
Third-page segment on the Strada including studio image and descriptive write-up.

#### *Cycle World* – April 2013

- Armageddon Tour: What will you ride to the end of the world? – **COVER!**  
TR650 Terra inset on cover as part of the five-bike feature story
- Table of Contents – Pg. 7  
TR650 shown in group photo of Armageddon feature story bikes.
- ADVERTISEMENT: Ride Terra To It – Pg. 49  
Full-page TR650 Terra ad. (Commute. Explore. Ride More.)
- The Road from Armageddon to Salvation – Pg. 52-72  
Husky TR650 stars in a 17-page feature story comparing it to the KLR650, KTM 990 Adventure, Triumph Tiger and Yamaha Super Tenere. TR is ranked fourth and named “best on fuel economy.”

#### *Cycle World Buyer's Guide* – 2013

- Husqvarna – 53-56  
Over a full-spread of Husqvarna Motorcycle listings covering all 10 models in the 2013 line.

#### *Motorcyclist* – April 2013

- UP TO SPEED: BMW sells Husqvarna – KTM Affiliate is the New Owner – Pg. 14  
Aaron Frank write-up on Stefan Pierer’s purchase of Husqvarna. (Have you heard?)
- MOTORCYCLIST ESCAPE: Special Section – Spring 2013 – Pg. 1 (Escape)  
“Cover” photo of Husqvarna TE449 (Baja lobster)
- MOTORCYCLIST ESCAPE: Master Your Machine – Pg. 18 (Escape)  
Husqvarna TE449 shown as editor Marc Cook takes adventure-riding lessons.
- MOTORCYCLIST ESCAPE: Adventure Prep: Before You Go – Pg. 22 (Escape)  
Inset image of Husky TE449 in one-page feature on riding lessons.

#### *Dirt Bike Magazine* – April 2013

- E-Start 250 Shootout: Husky vs. KTM – **COVER!**  
Full-page studio image of Husqvarna TXC250R in foreground (with KTM 250 XC-F)
- ADVERTISEMENT: Klim “Durability is Essential” – Pg. 19  
Single-page Klim ad featuring full-page image of rider on a Husky TXC310R.
- Roost: Being Social – Pg. 24  
Images of the Dirt Bike crew out cutting new trail aboard a Husky.
- Husqvarna TXC250 cs. KTM 250 XC-F – Pg. 36-38  
Three-page story says Husky has less power, but “settles into corners like a 125.” Also says the TXC “feels like a hot-blooded racer” compared to a Honda CRF250X or Yamaha WR250F.



- America's Best: The 25 top off-road racers – Pg. 51-58  
Andrew DeLong (#10) and Cory Graffunder (#19) featured in “who's who of off-road.”
- Dakar 2013: A Tale of Two Teams – Pg. 91-96  
Feature focused on KTM and Honda teams, but includes photo of Speedbrain Husky rider.
- King Of The Motos – Pg. 102-105  
Race feature showcases image of Graffunder.
- ADVERTISEMENT: Pro Circuit “Built For The Long Haul” – Pg. 123  
Inside back cover full-page ad featuring image of FAR Husky's Andrew DeLong.

### ***Dirt Rider Magazine – May 2013***

- Tear Offs: Top Story – Despres Takes Fifth Dakar Win – Pg. 22  
Speedbrain Husqvarna images featured in full-page Dakar Rally recap.
- ADVERTISEMENT: Klim “Durability is Essential” – Pg. 77  
Single-page Klim ad featuring full-page image of rider on a Husky TXC310R.
- ADVERTISEMENT: Powersport Graphx “PG” – Pg. 91  
Husqvarna image featured in PG ad.

### ***Motocross Action Magazine – April 2013***

- On The Mainjet: World Two-Stroke Championship on April 7 – Pg. 40  
Small segment on the upcoming event with mention of Husqvarna 1-2-5 Challenge.
- 2013 Two-Stroke Buyer's Guide – Pg. 144  
Page and a half of 2013 Husky two-strokes: CR125/144, WR250, WR300.
- This Much We Know: What the 2013 Bikes Really Weigh – Pg. 216  
Bike weights as measured by MXA staff with TC250R reported at 229 lb.

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

## **Online Features**

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**Dirtrider.com** – Factory Bike Friday: Andrew DeLong's Husqvarna TXC310R  
<http://www.dirtrider.com/features/factory-bike-friday-andrew-delongs-husqvarna-txc310r/>  
Andrew DeLong's National Enduro FAR Husqvarna featured in Mar 29 story.

**LATimes.com** – First Times ride: Husqvarna TE310R, a street legal dirt bike  
<http://www.latimes.com/business/autos/la-fi-mo-autos-first-times-ride-husqvarna-te310-a-street-legal-dirt-bike-20130316.0,2827700.story>  
Test ride of Husky TE310R by Charles Fleming (follow-up to his January TR650 test).

**Dirtrider.com** – Inside The Weekly Dirt: DeLong At Concho Enduro  
<http://www.dirtrider.com/features/delong-at-concho-enduro-ridepg-open-house-jeff-ward-goes-truck-racing-caselli-takes-idaho-hh-%E2%80%93-the-weekly-dirt-march-27-2013/>  
Several paragraphs on DeLong's historic National Enduro win.

Resmarket – March 2013



**Cycle News Digital** – [Bikes Of The Stars](#) – Pg. 130

<http://cyclenews.uberflip.com/i/116084>

Andrew DeLong's Fred Andrews Racing Husqvarna TC250

**PopularMechanics.com** – [Bikes of the 2013 New York IMS](#)

[http://www.popularmechanics.com/cars/motorcycles/news/bikes-of-the-2013-new-york-international-motorcycle-show?click=main\\_sr#slide-9](http://www.popularmechanics.com/cars/motorcycles/news/bikes-of-the-2013-new-york-international-motorcycle-show?click=main_sr#slide-9)

Husqvarna TR650 Terra named one of the “hottest new bikes” at NY IMS.

**MotocrossActionMag.com** – [Motocross Action's Weekend News Roundup](#) (Mar 28)

<http://motocrossactionmag.com/Main/News/MOTOCROSS-ACTIONS-FRIDAY-NEWS-ROUNDUP-CHAD-REEDS-S-9926.aspx>

Lori Bryant talks Husky 1-2-5 Challenge at the upcoming 2-Stroke MX world championship.

**MotocrossActionMag.com** – [Motocross Action's Weekend News Roundup](#) (Mar 7)

<http://motocrossactionmag.com/Main/News/c33f869d-36fc-4712-887a-41884ac2dfef.aspx>

“What We Started Testing This Week” – Husqvarna CR144 for 2-stroke championship!

**VitalMX.com** – [Forum Topic: HUSQVARNA](#)

<http://www.vitalmx.com/forums/Moto-Related.20/HUSQVARNA.1252949?page=1>

VitalMX viewers chime in on opinions of Husqvarna in motocross. (interesting comments)

## Video

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**YouTube channel: MotorTrend** – [On Two Wheels Episode 29: KTM 690 Duke vs. Husqvarna TR650 Strada!](#)

<http://www.youtube.com/watch?v=o-7mirwtaWo>

Motorcyclist magazine's Ari Henning and company compare the TR650 Strada with a KTM 690 Duke in a road-based test.

**YouTube channel: CycleWorldMagazine** – [Husqvarna TR650 Terra](#)

<http://www.youtube.com/watch?v=Pc4auWI-z0U>

Cycle World review of the Husqvarna TR650 Terra as ridden in the recent Riding From Armageddon feature.

\*Video repurposed on **DailyMotion.com**: [http://www.dailymotion.com/video/xy6r3u\\_husqvarna-tr650-terra\\_auto#.UVm2WqvwK1k](http://www.dailymotion.com/video/xy6r3u_husqvarna-tr650-terra_auto#.UVm2WqvwK1k)

## Social Media

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

Total Likes – 16,692

New Likes – 655 (March 2013)

Monthly Talking About Husqvarna USA\* – 4,711



**Twitter @HusqvarnaNA**

Total Tweets – 16 (March 2013)  
New Followers – 105  
Total Followers – 1,286

\* 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**

**Stephen T. Stenberg** comments:

“I love that our box stock TC 450 & TC 510 raced 1,110 miles each, point to point, without an engine failure or valve anything, with only 25 days to break it in, in the long course Baja 1000.”