



HMNA Monthly Noise – May 2013

Print Publications

Dirt Bike Magazine – June 2013

- TOC: GNCC Feature – Pg. 4
Inset image is of Andrew DeLong on a FAR Husky TXC250R
- Saddle: Flora fatalis – Ron Lawson editorial – Pg. 8
Inset image is of the editor at the MY13 Husqvarna world launch.
- ADVERTISEMENT: Maxxis – Find Your Flow With MaxxCross Tires – Pg. 13
Full-page ad featuring that wily little FAR racer Andrew DeLong.
- Roost: Andrew DeLong Wins His First National Enduro – Pg. 16
Half-page on DeLong's historic win at Texas National Enduro.
- Roost: Being Social – Pg. 20
Image of the Dirt Bike Husqvarna CR144 at Glen Helen.
- Two-Stroke Tricks: Husky CR125 Screamer – Pg. 40-42
Three-page feature story on the publication's CR125 hop-up, built by racer Gary Sutherlin.
- Off-Road Racing: The GNCC Launch – Pg. 80
Andrew DeLong highlighted in a race feature on the start of the 2013 GNCC series.
- Off-Road Racing: WORCS Going Crazy – Pg. 88
Inset image of Ty Davis racing a Husqvarna CR125 at the Havasu WORCS.

Motorcyclist – June 2013

- Singles Club: One Bike, Any Road – Pg. 62-72
TR650 Terra WINS this three-way shootout between the Kawasaki KLR650 and the KTM 690 Enduro! Seven-page feature reads: "Husqvarna's TR650 Terra strikes the best balance of on- and off-road performance... and it's as close to a winner as this... comparison is going to get."

Motocross Action Magazine – June 2013

- 2013 Test Ride: Husqvarna CR125/144 – Pg. 94-99
Six-page in-depth test of the small-bore two-stroke motocrosser, saying, "The only person who would love this powerband is a hard core, highly-skilled sugar freak who could keep the throttle pegged and his left foot twitching."
- MXperts: Husky Ignition Mapping – Pg. 164
Staff of MXA answers a reader's inquiry about their Performance Guide on the TC250R.
- MXperts: Do You Remember Tiptronic? – Pg. 167
Reader's letter calls out the Husqvarna Automatic as "the only true auto in motocross."

Racer X – July 2013

- V16#7 RacerHead – Pg. 77
"Cover" of RacerHead shows image of Racer X Husqvarna CR125.
- RacerHead: Blake Savage Wins Two-Stroke Title On Racer X Husky – Pg. 80
Staffer David Pingree's ¾-page write up of Blake Savage's win of the Husqvarna 1-2-5 Challenge aboard the Pro Circuit-built CR144.



Ultimate Motorcycling – May/June 2013

- **Quick Shift Reviews: Back On The Street > Husqvarna TR650 Strada** – Pg. 18
One-page review of the TR650 Strada, commenting of the TR platform: “we’ll see if it survives Husqvarna’s recent sale to KTM.”
- **Library: Dirty Words – How To Ride Off-Road Motorcycles** – Pg. 96
Review of Gary LaPlante’s instructional book featuring a Husqvarna TE on the cover.

Dirt Rider Magazine – July 2013

- **TOC: July Dirt Rider Route Sheet** – Pg. 8
Page features full bleed image of TXC310R in action!
- **2013 Husqvarna TXC310R – Fit For A King** – Pg. 78-80 **(Cover mention!)**
Two-page test ride on the TXC310R, calling out the model’s race accomplishments in 2012 and 2013, but saying, “thumbs down for lack of a stock spark arrestor.”
- **ADVERTISEMENT: FMF – Team FMF Charges EnduroCross 2013** – Pg. 79
Cory Graffunder pictured in this full-page FMF ad.
- **ADVERTISEMENT: Silkolene** – Pg. 96
Half-page ad congratulates Andrew DeLong (pictured) on his National Enduro win.

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

Online Features

Vital MX – Tested: 125 Pro Challenge Husqvarna CR125/144

<http://www.vitalmx.com/product/guide/Bikes.6/Husqvarna/CR125.8910>

Race report and feature on the build of VitalMX’s CR125 ridden in the Glen Helen 2-Stroke MX World Championship by Andrew Silverstein.

Motorcyclist Online – One Bike, Any Road

http://www.motorcyclistonline.com/comparisons/122_1306_husqvarna_tr650_terra_vs_kawasaki_klr650_ktm_690_enduro_r/terra_fuel_injection.html

Terra wins this three-way shootout between KLR650 and KTM 690 Enduro R (as seen in June issue of *Motorcyclist* magazine).

Cycle News Digital Issue 21 – ADVERTISEMENT: Klim “Durability Is Essential” – Pg. 135

<http://cyclenews.uberflip.com/t/24308>

Klim ad featuring action photo of Husqvarna TXC310R.

Auto Evolution – How Much Will Husqvarna Change?

<http://www.autoevolution.com/news/how-much-will-husqvarna-change-59669.html>

Editorial by Florin Tibu on the future of Husqvarna Sportmotorcycles GmbH.



NEWS RELATED TO HUSABERG ANNOUNCEMENT

LA Times – [Husqvarna and Husaberg, together again, for Husaberg's funeral?](http://www.latimes.com/business/autos/la-fi-mo-autos-husqvarna-husaberg-together-again-20130516,0,4083631.story)

www.latimes.com/business/autos/la-fi-mo-autos-husqvarna-husaberg-together-again-20130516,0,4083631.story

Dealer News – [Husqvarna and Husaberg reunite, new models coming in October](http://www.dealernews.com/dealernews/article/husqvarna-and-husaberg-reunite-new-models-coming-october)

www.dealernews.com/dealernews/article/husqvarna-and-husaberg-reunite-new-models-coming-october

Cycle World – [Husqvarna and Husaberg reunited](http://www.cycleworld.com/2013/05/16/husqvarna-and-husaberg-reunited/)

<http://www.cycleworld.com/2013/05/16/husqvarna-and-husaberg-reunited/>

Motocross Action Magazine – [Husqvarna & Husaberg to Merge... Or Is That Reunite?](http://www.motocrossactionmag.com/Main/News/HUSQVARNA-HUSABERG-TO-MERGEOR-IS-THAT-REUNITE-10080.aspx)

<http://www.motocrossactionmag.com/Main/News/HUSQVARNA-HUSABERG-TO-MERGEOR-IS-THAT-REUNITE-10080.aspx>

Motorcycle USA – [Husqvarna and Husaberg Together in 2013](http://www.motorcycle-usa.com/723/16190/Motorcycle-Article/Husqvarna-and-Husaberg-Together-in-2013.aspx)

<http://www.motorcycle-usa.com/723/16190/Motorcycle-Article/Husqvarna-and-Husaberg-Together-in-2013.aspx>

Dirt Bike Magazine – [Husqvarna and Husaberg Reunited](http://www.dirtbikemagazine.com/ME2/dirmod.asp?sid=&nm=&type=news&mod=News&mid=9A02E3B96F2A415ABC72CB5F516B4C10&tier=3&nid=65AC8B7C47A74B409C9600FCB9079D85)

<http://www.dirtbikemagazine.com/ME2/dirmod.asp?sid=&nm=&type=news&mod=News&mid=9A02E3B96F2A415ABC72CB5F516B4C10&tier=3&nid=65AC8B7C47A74B409C9600FCB9079D85>

Racer X Magazine – [Husqvarna and Husaberg Reunited](http://www.racerxonline.com/2013/05/16/husqvarna-and-husaberg-reunited-)

<http://www.racerxonline.com/2013/05/16/husqvarna-and-husaberg-reunited->

Ultimate Motorcycling – [Husqvarna and Husaberg Reunited After KTM Buyout](https://ultimatemotorcycling.com/husqvarna-husaberg-reunited-after-ktm-buyout/)

<https://ultimatemotorcycling.com/husqvarna-husaberg-reunited-after-ktm-buyout/>

Motorcyclist – [KTM Brings Husqvarna and Husaberg Together – Again](http://blogs.motorcyclistonline.com/ktm-brings-husqvarna-and-husaberg-together-again-36361.html#axzz2TUr8KXSD)

<http://blogs.motorcyclistonline.com/ktm-brings-husqvarna-and-husaberg-together-again-36361.html#axzz2TUr8KXSD>

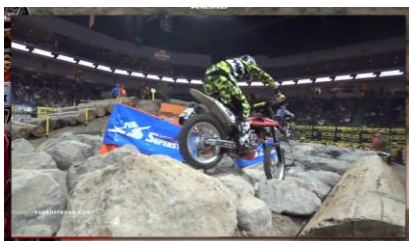
Auto Evolution – [Husaberg Dies, Husqvarna Starts Anew](http://www.autoevolution.com/news/husaberg-dies-husqvarna-starts-anew-59576.html)

<http://www.autoevolution.com/news/husaberg-dies-husqvarna-starts-anew-59576.html>

Asphalt and Rubber – [Husqvarna and Husaberg Will “Reunite” After 25 Years Apart](http://www.asphaltandrubber.com/news/husqvarna-husaberg-reunite/)

<http://www.asphaltandrubber.com/news/husqvarna-husaberg-reunite/>

Video



Vurboffroad.com – [2013 Vegas Endurocross Round 1](http://vurboffroad.com/videos/endurocross-highlight-video-vurb-original/1703/)

<http://vurboffroad.com/videos/endurocross-highlight-video-vurb-original/1703/>

Not Husky-specific, but this highlight video has some great clips of Husqvarna racers Cory Graffunder and Jamie Lanza.



Social Media

Facebook Fan Page “Husqvarna Motorcycles USA”

Total Likes – 17,771
New Likes – 637 (May 2013)
Monthly Talking About Husqvarna USA* – 5,861

Twitter @HusqvarnaNA

Total Tweets – 23 (May 2013)
New Followers – 87
Total Followers – 1,485

*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

Ross Harder in response to “What is the best moment you’ve had with Husqvarna?”

“The best moment I ever had with my Husky was the first time I laid my hands on my first Husky. I felt like I had just won the lottery.”

Bob Harvey

“It’s always the same... I dream that I have several Huskys... wait a minute, it’s not a dream. It’s my garage!”

Ad Analytics

Husqvarna Spring Fever Ad Campaign

Digital Sources	Impressions
○ Facebook	54,949K
○ Google	3,810K
○ CycleNews.com (Digital Throttle)	709K
○ CycleWorld.com	561K
○ Hi-Torque (Dirt Bike, MXA)	210K
○ Motorcycle-USA.com	514K
○ Racer X	1,311K
○ Source Interlink (Dirt Rider, Motorcyclist)	485K
Total Impressions:	62,550,142
Total Ad Clicks	32,154