



## HMNA Monthly Noise – December 2012

### Print Publications

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#### ***Cycle World Magazine – January 2012***

- ADVERTISEMENT: Ride Terra To It – Pg. 2  
Full-page TR650 Terra ad. (Haight-Ashbury)

#### ***Motocross Action Magazine – December 2012***

- ADVERTISEMENT: Husqvarna 2013 – Pg. 17  
Full-page “The Power To RiDE MORE” ad.
- On The Mainjet: news clip about sound levels going down to 112 dB – Pg. 40  
Image of a Husqvarna TC250 being sound tested by FIM officials.
- Mail Entries: Where is the Husky TC449? – Pg. 44  
MXA answers a reader inquiry about the Husky TC449.
- We Ride Andy Jefferson’s Prototype Husqvarna TC310 – Pg. 62-67  
MXA crew test rides Andy’s Pro Circuit TXC310 converted for MX.
- Living With... What the 2013 Bikes Weigh – Pg. 100  
List of the 2013 Motocross Bike Weights as measured by the MXA crew (TC250R = 229 lb).
- Inside MXA’s 2013 Setup Logbook – Pg. 110  
The Husqvarna TC250R is included in this article, listing the suspension setup measurements the MXA test riders used.

#### ***Dirt Bike Magazine – December 2012***

- TOC: Adventure Action – Pg. 4  
Image of TR650 Terra in the Table of Contents.
- Saddle: Time Travel (Ron Lawson editorial) – Pg. 8  
Image of editor Ron Lawson on a TC250R at the Red Head Ride Day.
- ADVERTISEMENT: Husqvarna 2013 – Pg. 13  
Full-page “The Power To RiDE MORE” ad.
- Roost: Being Social (page dedicated to DB social media) – Pg. 26  
Image of DB test rider Justin Jones on the TXC250R (taken at Red Head Ride Day) posted on the DB Facebook page, including several reader comments.
- Off-Road Test: Husqvarna TXC250R – The Redheaded Stepchild – Pg. 55-57  
Test ride of the 2013 TXC250R which DB says is “finally a bike that can live up to its racing reputation,” and “clearly much more motorcycle than a Honda X or a Yamaha WR.”
- Adventure Bike Action – Pg. 59  
Full-page image of TR650 Terra as sub-cover of special Adventure section.
- Dual-Sport Test: Husqvarna Terra – Pg. 62-66  
Four-page test ride of the all-new Husky Terra.

#### ***Dirt Rider Magazine – February 2013***

- ADVERTISEMENT: PowerSport GrafX – Pg. 10  
Image of Husky graphics included in full-page ad.



- **ADVERTISEMENT: Husqvarna 2013** – Pg. 21  
Full-page Power To RiDE MORE ad.
- **Taking Aim at Six Days** – Pg. 63-66  
Feature story on the American Six Days effort in 2012 including images of Andrew Delong.
- **Oil And Water: Race Test of the 2013 Husqvarna TXC310** – Pg. 72-73  
Race test feature story on Kris Keefer’s experience on an FMF/Stillwell Performance TXC310 race replica (story incorrectly identifies this as a 2013 instead of a 2012 model).

### **Motorcycle Consumer News – January 2013**

- **Husqvarna’s TR650 Terra** – **COVER!!**  
Single-page image of David Searle aboard the Husqvarna TR650 Terra.
- **Model Evaluation: Husqvarna TR650 Terra** – Pg. 14-17  
Four-page in-depth test of the TR650 Terra – positive in nature, drawing comparisons to KLR650 and BMW Sertao. Also mentions Aftersales accessories!
- **Innovation Of The Month: Rox Speed FX Bar Risers**– Pg. 48 (back cover)  
2/3-page write-up on a new bar-riser product showcasing the TR650 as the test “mule.”

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

## Online Features

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### **Motorcycle-USA.com** – 2013 Husqvarna TC250R Comparison

<http://www.motorcycle-usa.com/134/15012/Motorcycle-Article/2013-Husqvarna-TC250R-Comparison.aspx>  
Shootout of the 2013 250F motocrossers as ridden at Perris Raceway.

### **MotocrossActionMag.com** – Motocross Action’s Mid-Week Report by John Basher

<http://www.roadracingworld.com/news/article/?article=50243>

Includes a mention of Husqvarna sponsoring a 125 spec class in the two-stroke nationals.

### **VitalMX.com** – MXA: Husqvarna Focuses On The Two-Stroke

<http://www.vitalmx.com/forums/Moto-Related,20/MXA-HUSQVARNA-FOCUSES-ON-THE-TWO-STROKE,1247813>

Forum thread about MXA’s mention of a Husky 125 class at the two-stroke world champ.

### **UltimateMotorcycling.com** – 2013 Husqvarna TE310R | Quick Look

<http://www.ultimatemotorcycling.com/2013-husqvarna-te310r-quick-look>

Brief description (not opinion) on the TE310R including photo and specs.

### **LATimes.com** – Husqvarna TR650 Terra: A dirt bike for the street?

<http://www.latimes.com/business/autos/la-fi-mo-autos-husqvarna-tr650-terra-20121204,0,4815074.story>

Charles Fleming’s write up of the TR650 Terra...

### **TopSpeed.com** – 2013 Husqvarnas (all)

<http://www.topspeed.com/motorcycles/motorcycle-reviews/husqvarna/index174.html>

Description and image of the 2013 Husqvarna model line, including a video – “Sleeping Beauty” sizzle reel.



**DirtRider.com** – [2013 Husqvarna TR650 Terra – First Ride: Mr. Do-It-All](http://www.dirt rider.com/features/2013-husqvarna-tr650-terra-first-ride/)

<http://www.dirt rider.com/features/2013-husqvarna-tr650-terra-first-ride/>

DR's first write-up of the TR650 Terra from the HMNA ride day in Corona.

**MotocrossActionMag.com** – [Husqvarna TC250 Test: Something About Those Red Heads](http://motocrossactionmag.com/Main/News/MXAS-2013-HUSQVARNA-TC250-MOTOCROSS-TEST-THERE-IS-9569.aspx)

<http://motocrossactionmag.com/Main/News/MXAS-2013-HUSQVARNA-TC250-MOTOCROSS-TEST-THERE-IS-9569.aspx>

Web test of the 2013 TC250R – as printed in the November 2012 issue of MXA.

**AutoEvolution.com** – [Humberto Ribeiro to Stunt Husqvarna Nuda and Strada TR650](http://www.autoevolution.com/news/humberto-ribeiro-to-stunt-husqvarna-nuda-and-strada-tr650-video-53358.html)

<http://www.autoevolution.com/news/humberto-ribeiro-to-stunt-husqvarna-nuda-and-strada-tr650-video-53358.html>

Story and video of Humberto Ribeiro stunt-riding Husky at his international shows in 2013.

## Video

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**Motorcycle-USA.com** – [2013 Husqvarna TC250R Motocross Shootout Video](http://www.motorcycle-usa.com/107/1560/Motorcycle-Video-Playlist/2013-Husqvarna-TC250R-Motocross-Shootout-Video.aspx)

<http://www.motorcycle-usa.com/107/1560/Motorcycle-Video-Playlist/2013-Husqvarna-TC250R-Motocross-Shootout-Video.aspx>

Video segment of the TC250R as measured against the other 2013 250F motocrossers.

## Social Media

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

Total Likes - 14,540

New Likes - 832 (December 2012)

Monthly Talking About Husqvarna USA\* - 6,711

### **Twitter @HusqvarnaNA**

Total Tweets - 43 (December 2012)

New Followers - 73

Total Followers - 1091

\* 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.

### **ARMCA – District 23 Forum**

Nate Ferderer writes a raving review about our Husky Bucks contingency program, the 2012 TC250R, and [Heinen Motorsports!](http://www.heinenmotorsports.com/)

<http://armca.org/forums/topic/getting-paid-to-race/>