



HMNA Monthly Noise – November 2012

Print Publications

Cycle World Magazine – December 2012

- Quick Ride: Husqvarna TR650: Thrifty Riding pleasures on the Terra and Strada – Pg. 20
Full-page write-up on Eric Bostrom riding the TR650 at the world launch.
- ADVERTISEMENT: Ride Terra To It – Pg. 27
Full-page TR650 Terra ad.

Motocross Action Magazine – December 2012

- ADVERTISEMENT: Husqvarna 2013 – Pg. 17
Full-page “The Power To RiDE MORE” ad.
- Moto In Motion – Pg. 24-25
Four-image sequence of test riders (one on a TC250R) crashing during the 250F shootout.
- 250 Four-Stroke Shootout: Cold, Hard Truths About the New Kids On The Block – Pg. 156
The Husqvarna TC250R is included in this Shootout.

Dirt Bike Magazine – December 2012

- ADVERTISEMENT: Thor / Parts Unlimited
Full spread image of Larry Roeseler on a TXC310 “Control The Elements”
- ADVERTISEMENT: Husqvarna 2013 – Pg. 31
Full-page “The Power To RiDE MORE” ad.
- Scream: 250F MX Shootout – Pg. 42 - 50
Husqvarna TC250R is named quietest, best clutch and best price/value, but in comparison to the other class contenders, is named “an off-road bike among motocrossers.”
- 2013 Buyer’s Guide: Husqvarna 2013 – Pg. 31
All 2013 Husqvarna off-road motorcycles (along with TR650 Terra) included in the Buyer’s Guide. Total of nine Husky images in three categories: Motocross, Off-road and Street-legal.

Dirt Rider Magazine – January 2013

- ADVERTISEMENT: Husqvarna 2013 – Pg. 11
Full-page “The Power To RiDE MORE” ad.
- Tear Offs: What’s the Toughest Race You Ever Competed In? – Pg. 34
Husqvarna riders Kyle Redmond and Andrew Delong offer answers to the monthly question.

Motorcyclist Magazine – January 2012

- ADVERTISEMENT: Husqvarna 2013 – Pg. 17
Full-page “Ride Terra To It” ad.
- 2013 Husqvarna TR650 First Ride: Where Terra Meets Strada – Pg. 38-40
Aaron Frank’s three-page write-up of the Terra and Strada TR650s from the World Launch.

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



Online Features

Dirt Rider – [The Husqvarna 2013 TC250R Video](#)

<http://www.dirtrider.com/videos/the-husqvarna-2013-tc250r/>

Dirt Rider's video test of the new Husky TC250R.

Road Racing World – [Husqvarna Motorcycle Sales Were Up In October](#)

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

Press release from BMW Motorrad reporting sales figures.

Motorcycle-USA.com – [2013 Husqvarna TR650 Terra First Ride](#)

www.motorcycle-usa.com/908/14823/Motorcycle-Article/2013-Husqvarna-TR650-Terra-First-Ride.aspx

Adam Waheed's write-up on the first impression of the TR650 Terra.

HellForLeatherMagazine.com – [Husqvarna Baja 650: escapes on wheels](#)

<http://hellforleathermagazine.com/2012/11/husqvarna-baja-escapes-on-wheels/>

Write-up on the first look at the second generation Concept BAJA.

TopSpeed.com – [2013 Husqvarna TE449 RR by Speedbrain](#)

<http://www.topspeed.com/motorcycles/motorcycle-reviews/husqvarna/2013-husqvarna-te449-rr-by-speedbrain-ar137924.html>

A look at the new Husqvarna Rallye Team by Speedbrain TE449 RR.

Motorcycle-USA.com – [2013 Husqvarna TR650 Terra First Ride](#)

www.motorcycle-usa.com/908/14823/Motorcycle-Article/2013-Husqvarna-TR650-Terra-First-Ride.aspx

Adam Waheed's write-up on the first impression of the TR650 Terra.

Motorcycle-USA.com – [Husqvarna Concept BAJA First Look](#)

<http://www.motorcycle-usa.com/827/14889/Motorcycle-Article/Husqvarna-Concept-BAJA-First-Look.aspx>

Write-up on the first look at the second-generation Concept Baja.

UltimateMotorCycling.com – [Husqvarna Unveils the Concept Baja](#)

<http://www.ultimatemotorcycling.com/2012/husqvarna-unveils-the-concept-baja>

Write-up and images of the 2013 Concept BAJA as displayed at the EICMA show.

AutoEvolution.com – [All New Husqvarna Concept BAJA](#)

<http://www.autoevolution.com/news/all-new-husqvarna-concept-baja-motorcycle-51767.html>

Small write-up and photo gallery of the 2013 Concept BAJA.

AsphaltAndRubber.com – [Husqvarna Baja Concept Gets Closer to Reality](#)

<http://www.asphaltandrubber.com/bikes/husqvarna-baja-650-concept/>

Write-up and images of the 2013 Concept BAJA as displayed at the EICMA show.

Motorcycle.com – [EICMA 2012: Husqvarna Presents Updated Baja Concept](#)

<http://blog.motorcycle.com/2012/11/13/manufacturers/husqvarna/eicma-2012-husqvarna-presents-updated-baja-concept/>

Resmarket – November 2012



Write-up and images of the 2013 Concept BAJA as displayed at the EICMA show.

AsphaltAndRubber.com – [Husqvarna TE449 RR Dakar Race Bike by Speedbrain](http://www.asphaltandrubber.com/racing/husqvarna-te449-rr-dakar-race-bike-speedbrain/)

<http://www.asphaltandrubber.com/racing/husqvarna-te449-rr-dakar-race-bike-speedbrain/>

Brief look and detailed photos of the new Speedbrain Rally TE449 RR.

CycleWorld.com – [EICMA 2012: Elements Of Style](http://www.cycleworld.com/2012/11/15/eicma-2012-elements-of-style/)

<http://www.cycleworld.com/2012/11/15/eicma-2012-elements-of-style/>

Photo of the Husqvarna Concept BAJA headlines this story highlighting the style features of the current EICMA show.

CycleWorld.com – [Husqvarna Baja 650 Concept](http://www.cycleworld.com/2012/11/16/husqvarna-baja-650-concept/)

<http://www.cycleworld.com/2012/11/16/husqvarna-baja-650-concept/>

Coverage of the Baja 650 as showcased at EICMA.

VitalMX.com – [Husqvarna Unveils the Concept Baja](http://www.vitalmx.com/photos/features/Photo-Blast-Las-Vegas-Endurocross-Finals,37132/Rocking-out.62360/GuyB.64)

<http://www.vitalmx.com/photos/features/Photo-Blast-Las-Vegas-Endurocross-Finals,37132/Rocking-out.62360/GuyB.64>

Photo gallery of the Las Vegas EX including pictures of Graffunder and Redmond.

RacerXOnline.com – [Photo Gallery: Las Vegas EnduroCross](http://racerxonline.com/)

<http://racerxonline.com/> (Mon, Nov 19 Las Vegas EnduroCross Photo Gallery)

Photo gallery by Eric Narvaez (Falconer Photo) including factory Husky riders.

TouraTech-USA.com – [Adventure Motorcycle Blog: Husqvarna Baja 650](http://www.touratech-usa.com/Adventure/Blog/dIQXv/Husqvarna-Baja-650)

<http://www.touratech-usa.com/Adventure/Blog/dIQXv/Husqvarna-Baja-650>

Image gallery of Baja 650 studio photos.

Motorcycle-USA.com – [Two New Riders to Husqvarna Rally Team](http://www.motorcycle-usa.com/503/15005/Motorcycle-Article/Two-New-Riders-to-Husqvarna-Rally-Team.aspx)

www.motorcycle-usa.com/503/15005/Motorcycle-Article/Two-New-Riders-to-Husqvarna-Rally-Team.aspx

Taken from the Speedbrain press release, info on Quinn Cody to the Husqvarna Rally team.

Dirtrider.com – [The Weekly Dirt: November 28, 2012](http://www.dirtrider.com/features/mini-os-new-gp-race-format-amateur-mx-schedule-quinn-cody-to-husqvarna-the-weekly-dirt-november-28-2012/)

<http://www.dirtrider.com/features/mini-os-new-gp-race-format-amateur-mx-schedule-quinn-cody-to-husqvarna-the-weekly-dirt-november-28-2012/>

News roundup features info on Quinn Cody signing with Speedbrain Husqvarna

Press Releases (ePR)

November 5 – Delong Ends The GNCC Season With A Win!

<http://husqvarna-motorcyclesna.com/news-detail.php?id=171&y=2012>

November 19 – Husqvarna and Redmond Close Out EnduroCross Season On The Podium!

<http://husqvarna-motorcyclesna.com/news-detail.php?id=172&y=2012>

View all Husqvarna ePRs at <http://husqvarna-motorcyclesna.com/news.php>



Video



Motorcycle-USA.com – [First Ride: 2013 Husqvarna TR650](http://www.motorcycle-usa.com/1538/Motorcycle-Video/2013-Husqvarna-TR650-Terra-First-Ride-Video.aspx)
www.motorcycle-usa.com/1538/Motorcycle-Video/2013-Husqvarna-TR650-Terra-First-Ride-Video.aspx

Video test of the 2013 TR650 partially shot at the recent Terra ride day out of HMNA office.

HMNA Collateral

Ride More Journal – Winter 2012

<http://heroesridehuskys.com/journal/my12Husq-Journal-12winter.pdf>

Latest issue of the Ride More Journal – dedicated to HMNA support racers!

Social Media



Facebook Fan Page

Total Likes - 13,798

New Likes - 887 (November 2012)

Monthly Talking About Husqvarna USA* - 4,297



Twitter @HusqvarnaNA

Total Tweets - 47 (November 2012)

New Followers - 53

Total Followers - 1018

* 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.



Husqvarna Motorcycles USA Facebook contest winner Mike Gusrang posted:

“A VERY BIG ‘THANK YOU’ to Husqvarna USA for the great riding jersey! Although I’m not the most handsome to be modeling clothes, I showed off my new race jersey while shopping during ‘Black Friday’ (before getting it dirty)! Thanx again!”