



## HMNA Monthly Noise – October 2012

### Print Publications

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#### ***Motocross Action Magazine – November 2012***

- ADVERTISEMENT: Husqvarna 2013 – Pg. 15  
Full-page ad for the 2013 Off-road lineup.
- 2013 Test Ride: Husqvarna TC250 – Pg. 98-104  
Generous six-page standalone test of the TC250R, in which they have plenty of criticisms, but generally positive things to say about Husqvarna's progress.
- How To Build An Italian Race Bike – Pg. 132-135  
Four-page feature from editor John Minert's visit to the Husqvarna Motorcycles factory in Italy detailing the production facility.

#### ***Cycle World – November 2012***

- ADVERTISEMENT: Husqvarna TR650 Terra – Pg. 23  
Full-page "Ride Terra To It" ad for the TR650 Terra.

#### ***Transworld Motocross – November 2012***

- 2013 Buyers Guide – Pg. 96-102  
Profile images and specs of the 2013 Husqvarna TC250R, TC449 and CR125.

#### ***Dirt Bike Magazine – November 2012***

- Roost: Graffunder & Haines, AMA Hare Scrambles Champs – Pg. 18  
2/3 page image of Cory Graffunder at the Big Sky HS.

#### ***Dirt Rider Magazine – December 2012***

- ADVERTISEMENT: Husqvarna 2013 – Pg. 15  
Full-page "Power To Ride More" ad for the 2013 off-road line.
- ADVERTISEMENT: Troy Lee Designs Catalyst X – Pg. 47  
Full-page TLD ad featuring image of Cory Graffunder on a TXC310.
- Dirt Writer: Ring-Ting-Ting-Ting – Pg. 49  
Reader letter and accompanying image thanking DR for their test on the Husky CR125.
- Dirt Writer: Holeshoot! – Pg. 51  
File photo of DR staff test riding Husqvarnas (likely used as filler photo).

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

### Online Features

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#### **CycleNews.com – First Ride: 2013 Husqvarna TC250R**

<http://cyclenews.com/articles/bike-tests/2012/10/11/first-ride-2013-husqvarna-tc250r/>

First impression of the TC250R – coverage from our **Red Head Ride Day** on Oct 9.



**Cycle News Digital Issue 40** – [U.S. Juniors Bring Home the Bronze](http://cyclenews.coverleaf.com/cyclenews/20121009#pg61)

<http://cyclenews.coverleaf.com/cyclenews/20121009#pg61>

Andrew Delong plays starring role in coverage from the German ISDE.

**Enduro360.com** – [First Look Husqvarna TR650 Terra](http://www.enduro360.com/2012/10/09/featured/first-look-husqvarna-tr650-terra/)

<http://www.enduro360.com/2012/10/09/featured/first-look-husqvarna-tr650-terra/>

Chilly White's photos and write-up of the Terra, which was on display for preview purposes at the **Red Head Ride Day**.

**MotorcyclistOnline.com** – [2013 Husqvarna TR650: First Ride](http://www.motorcyclistonline.com/firstrides/122_1301_2013_husqvarna_tr650/)

[http://www.motorcyclistonline.com/firstrides/122\\_1301\\_2013\\_husqvarna\\_tr650/](http://www.motorcyclistonline.com/firstrides/122_1301_2013_husqvarna_tr650/)

Feature/test ride on the 2013 Husqvarna TR650 from the world launch.

**Cycle News Digital Issue 41** – [Quick Spin: 2013 Husqvarna TC250R](http://cyclenews.coverleaf.com/cyclenews/20121016#pg73)

<http://cyclenews.coverleaf.com/cyclenews/20121016#pg73>

Review of the TC250R from the recent **Red Head Ride Day**.

**Cycle News Digital Issue 41** – [Bikes Of The Stars: Fred Andrews Racing Husqvarna Team Husqvarna TC250 - GNCC](http://cyclenews.coverleaf.com/cyclenews/20121016#pg105)

<http://cyclenews.coverleaf.com/cyclenews/20121016#pg105>

Showcase of Andrew Delong's TC250 GNCC XC2 race bike.

**DigitalOffRoad.com** – [Rides: Andrew Delong's FAR Husqvarna](http://www.digitaloffroad.com/2012/10/04/rides-andrew-delongs-far-husqvarna/)

<http://www.digitaloffroad.com/2012/10/04/rides-andrew-delongs-far-husqvarna/>

Showcase of Andrew Delong's TXC310 National Enduro race bike.

**UltimateMotorcycling.com** – [2013 Husqvarna TXC250R & TXC310R: First Ride](http://www.ultimatemotorcycling.com/2013-husqvarna-txc250r-tcx310r-first-ride)

<http://www.ultimatemotorcycling.com/2013-husqvarna-txc250r-tcx310r-first-ride>

**Red Head Ride Day** report from Don Williams.

**Enduro360.com** – [2013 Husqvarna TXC310R First Ride](http://www.enduro360.com/2012/10/16/products-tested/2013-husqvarna-txc310r-first-ride/)

<http://www.enduro360.com/2012/10/16/products-tested/2013-husqvarna-txc310r-first-ride/>

Review of the new TXC310R from the **Red Head Ride Day**.

**MotoX.com** – [Presentation of the Line Husqvarna Off-road 2013](http://www.motox.com.br/Publix/?id=6933)

<http://www.motox.com.br/Publix/?id=6933>

Brazilian editor Eduardo Erbs accompanied Kevin Barbosa of 3 Brothers Racing to the 2013 Husqvarna Dealer Meeting, which resulted in this story being published by MotoX.com.

**Motorcycle.com** – [2013 Husqvarna TR650 Review](http://www.motorcycle.com/manufacture/2013-husqvarna-tr650-review-91450.html)

<http://www.motorcycle.com/manufacture/2013-husqvarna-tr650-review-91450.html>

Kevin Duke's write-up on the Terra/Strada launch in Jerez, Spain.

**Dirt Rider** – [2013 Husqvarna Red Heads: Back to Back and Back Again](http://www.dirt rider.com/features/2013-husqvarna-txc250-txc310/)

<http://www.dirt rider.com/features/2013-husqvarna-txc250-txc310/>

Contributor Chris Barrett sums up his experience at the **Red Head Ride Day**



**Motorcycle-USA.com – 2013 Husqvarna TC250R First Ride**

<http://www.digitaloffroad.com/2012/10/04/rides-andrew-delongs-far-husqvarna/>

Review of the new TC250R from HMNA **Red Head Ride Day** – though facts are jumbled.

**Enduro360.com – 2013 Husqvarna TR650 First Ride**

<http://www.enduro360.com/2012/10/24/products-tested/2013-husqvarna-tr650-review/>

Chilly White offers a lengthy write-up on the Terra media ride day, and conveys a very thorough and comprehensive perspective on the TR650's place in the U.S. market.

**Enduro360.com – Husqvarna TR650 Terra Photos**

<http://www.enduro360.com/2012/10/25/photo-gallery/photos/husqvarna-tr650-terra-photos/>

Photo gallery of TR650 Terra and Strada, directly from HMNA TR650 media kit.

## Press Releases (ePR)

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October 3 – Husqvarna's Andrew DeLong Talks Six Days And The Hunt For A GNCC Title

<http://husqvarna-motorcyclesna.com/news-detail.php?id=167&y=2012>

October 8 – Husqvarna Racers In Action From Snowy Denver To Muddy Ohio

<http://husqvarna-motorcyclesna.com/news-detail.php?id=168&y=2012>

October 22 – Midwest Podium and Northwestern Top-Five for Husqvarna Racers

<http://husqvarna-motorcyclesna.com/news-detail.php?id=169&y=2012>

October 29 – Graffunder On The Podium at Boise EnduroCross!

<http://husqvarna-motorcyclesna.com/news-detail.php?id=170&y=2012>

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

## Video

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**Motorcycle-USA.com – First Ride: 2013 Husqvarna TC250R**

<http://www.motorcycle-usa.com/1520/Motorcycle-Video/2013-Husqvarna-TC250R---First-Ride-Video.aspx>

Video test of the 2013 TC250R shot at the recent **Red Head Ride Day** event.

**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.

## HMNA Collateral

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**2013 TR650 Terra and Strada Brochure**

[http://husqvarna-motorcyclesna.com/images/my13TERRA-brochure\\_fnl.pdf](http://husqvarna-motorcyclesna.com/images/my13TERRA-brochure_fnl.pdf)

TR650 Terra and Strada Brochure is up for your viewing pleasure. Prints coming soon!



## Social Media

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### Facebook Fan Page

Total Likes - 12,911  
New Likes - 730 (October 2012)  
Post Views - 391,410



### Twitter @HusqvarnaNA

Total Tweets - 16 (October 2012)  
New Followers - 48  
Total Followers - 965

### New TR650 Terra Owner Review

<http://www.cafehusky.com/threads/where-is-the-650-forum-tr650-in-the-house.27986/>

Café Husky forum member “Motosportz” offers up his opinion of the TR650 Terra.

### New TR650 Terra Owner VIDEO Review

[http://www.youtube.com/watch?feature=player\\_embedded&v=NhI9Y8xpScs](http://www.youtube.com/watch?feature=player_embedded&v=NhI9Y8xpScs)

“Big Dog” gives a video testimonial (including helmet cam footage) of his new Terra.