

HMNA Monthly Recap – April 2014

Print Publications

Dirt Bike Magazine – May 2014

- [Bike Of The Year: And the winner is... Husqvarna FE 501!](#) – Pg. 58-64
Dirt Bike editors name the FE 501 the Bike of the Year!
“Here’s the skinny: the Husqvarna FE 501 mates old-world passion to state-of-the-art technology, manufacturing, marketing and vision. Oh, and the bike makes us smile.”
TE 300 receives an honorable mention, as well:
“We love old-school two-strokes. We also love state-of-the-art technology. One place where the two worlds meet is in the Husqvarna TE 300.”

Motocross Action Magazine – May 2014

- [Husqvarna Motorcycles Welcomes Steve Lawler as Brand Manager](#) – Pg. 27
“On The Main Jet” announcement and photo
- [2014 Test Ride: Husqvarna FC 250](#) – Pg. 52-57
Six-page in-depth test lists significant features and praises the handling. They name several “modifications” they made to the FC, including drilling out the airbox cover and removing the noise reducing exhaust insert.
“If you’re unfamiliar with MXA’s opinion of the DOHC engine with DLC-coated finger followers and titanium valves, let us spell it out for you. The Husqvarna FC 250 is fast. How fast? It pumps out 42.92 ponies at 13,500 rpm.”
- [The First American Cowboy: Mark Blackwell Interview](#) – Pg. 110
Story penned by Resmarket for a feature in the Hall Of Fame issue of the Husqvarna Motorcycles Journal was picked up by MXA! (Watch for the Torsten Hallman interview in the June issue!)

Dirt Rider Magazine – June 2014

- [125 Shootout: Long Live Two-Strokes!](#) – **Cover inset** (newsstand only)
Lower right-hand corner of newsstand cover shows Husky TC 125.
- [Tear Offs: Jarvis Rides Like the Devil at Hell’s Gate](#) – Pg. 16
One-page image and write-up of Graham Jarvis aboard Husqvarna 300.
- [2014 125cc Motocross Shootout: The Three Premixed Screaming Amigos](#) – Pg. 38-44
The Husqvarna TC 125 takes second place in this three-bike shootout between Yamaha and KTM. Testers call it *“a great top-end-pulling motor with the looks to stop everyone in the pits.”*
- [Bike Of The Year](#) – Pg. 54-60
Husky doesn’t receive top honors, but the entire 2014 lineup receives an honorable mention from the *Dirt Rider* crew.
“The excitement beneath all this is that KTM could give the Husqvarna line freedom, some Austrian know-how, and the money to try out new ideas, concepts, and engine designs.”

Racer X Illustrated – June 2014

- **ADVERTISEMENT: Bel-Ray – The Beginning Of A New Story** – Pg. 12-13
Page-and-a-half Bel-Ray ad featuring Husqvarna FC 250 action photo.

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

Online Features

Cycle News (Digital issue 14) – Captured: Woods Riding

<http://cyclenews.uberflip.com/i/291759>

Full-spread of Jacob Argubright en route to his historic National Hare & Hound win.

Cycle News (Digital issue 15) – ADVERTISEMENT: Kenda – Designed for Your Journey

<http://cyclenews.uberflip.com/i/295587>

One-page Kenda ad featuring National Enduro image of Husqvarna's Nick Fahringer.

Cycle News (Digital issue 17) – Captured: Glory Days Revisited

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

Full-spread of Jacob Argubright en route to his historic National Hare & Hound win.

Dirt Rider – Spy Guy: Mike Brown's Husqvarna EnduroCross Race Bike

<http://www.dirtrider.com/features/spy-guy-mike-browns-husqvarna-endurocross-race-bike/>

Resmarket story plant – Photo gallery of Mike Brown's factory FE 350.

Dirt Rider – Dropping In On: Mike Brown

<http://www.dirtrider.com/features/dropping-in-on-mike-brown/>

Shan Moore interviews Brownie on his one-off races and upcoming EX season.

Innovation Off-road – First Ride: 2014 Husqvarna FE 350

<http://www.innovationoffroad.com/2014/04/30/first-ride-2014-husqvarna-fe-350/>

Brian Pearce takes on the Concho National Enduro aboard an FE 350.

Transworld Motocross – Catching Up With Ashley Fiolek

<http://motocross.transworld.net/1000160361/news/ashley-fiolek-2014/>

Q&A and photo gallery with Ashley Fiolek, newly aboard a Husqvarna TC 125.

Motocross Action – 2014 Test Ride Husqvarna FC 450

<http://motocrossactionmag.com/bike-tests/2014-test-ride-husqvarna-fc450>

As seen in April 2014 issue of Motocross Action Magazine.

Motocross Action – How The “Father of American Motocross” Was Resurrected

<http://motocrossactionmag.com/home-page/lost-found-how-the-father-of-american-motocross-was-resurrected>

Tom White's tale of original Husqvarna Motorcycles importer Edison Dye.

Dirt Toys Mag – 2014 Husqvarna FE 501 Review: First Ride
<http://www.dirttoysmag.com/2014/04/2014-husqvarna-fe501-review-first>
“Privateer” test ride of the FE 501, courtesy of Rexburg Motorsports

MX Large – Mike Brown Interview – Husky
<http://www.mxlarge.com/2014/04/12/mike-brown-interview-husky/>
Husqvarna press release repurposed as feature story.

Video Features



Transworld Motocross – Ashley Fiolek 2014
<http://motocross.transworld.net/1000160361/news/ashley-fiolek-2014/>
3:40-minute piece with AF67 featuring action clips and a brief interview.

Social Media

Facebook Fan Page “Husqvarna Motorcycles USA”

Total Likes – 32,396
New Likes – 4,960 (April 2014)
Total Reach Daily Average* – 9,843 (April 2014)

Instagram @HusqvarnaNA

New Followers – 1,689
Total Followers – 8,171

Twitter @HusqvarnaNA

New Followers – 87
Total Followers – 2,415

*The number of people who saw any activity from your page including posts, posts by other people, Page like ads, mentions and check-ins.