

HMNA Monthly Recap - March 2014

Print Publications

Dirt Bike Magazine – March 2014

- Husky FE 350: All New, All Improved – **COVER!!**
Full-page action image of 2014 Husqvarna FE 350.
- Saddle: Confessions of a Binge Trainer – Pg. 10
Ron Lawson’s editorial highlighted by image from 2014 Husqvarna Motorcycles intro.
- Roost: Off-Road Shake-Up – Pg. 14
2014 off-road season overview highlighting Mike Brown and new Husqvarna team.
- Off-Road Test: Husqvarna FE 350 – Pg. 28-30
DB editors ask, “*Did KTM make it too good?*” Again focusing on differences between the Husky and its KTM counterpart, they point out: “*It is very similar to the KTM 350 XC-W, that much is true, but it looks different, handles differently and is unique enough to present itself as a legitimate alternative.*”
“*What really separates the Husky from anything else on the market is that it uses motocross-style linkage with off-road rear-suspension settings.*”
“*We can’t help but wonder if there are some closet Husqvarna fans working at KTM. It’s clear that nothing was held back and that the people in charge want Husqvarna to succeed.*”

Dirt Bike Magazine – April 2014

- Husky FE 501: Raw Power – **COVER!!**
Full-page cover image of 2014 Husqvarna FE 501 (studio image).
- ADVERTISEMENT: FMF – Return to Power – Pg. 21
Full-page action image of Mike Brown aboard FC 250 race bike.
- Riders Write: Husqvarna – Pg. 28
Editors answer a letter from a reader asking about the future of Husqvarna.
- Off-Road (Legal!) Test: Husqvarna FE 501 – Pg. 30-34
Aside from mentioning that the bottom end might have “*almost too much*” power, the FE 501 receives a glowing review.
“*Kudos to the WP 4CS fork! We like the combo with the CNC triples. This fork does a nice job of flattening a variety of terrain and is a better choice for the hard-core off-roader over the older open-bath WP unit.*”
“*A little bit of old-world legacy mated to current technology and manufacturing. The result? It’s a winner from here to the local enduro or to the Six Days – it’s that good.*”
- Husky Hop-Ups – Pg. 36-37
Two-page supplement to the FE 501 test, recommending several aftermarket hop ups.
- America’s Best Off-Road Riders – Pg. 50-60
All four of Husqvarna’s factory off-road racers (Brown, Argubright, DeLong and Bobbitt) are named in this feature of today’s top 25 off-road racers.

Motocross Action Magazine – March 2014

- First Test: Husky's Back, Jack – **COVER!!**
Full-page static image of the 2014 Husqvarna TC 250.
- On The Main Jet: Husqvarna 701 Concept Bike – Pg. 25
Photo and caption of the all-new prototype unveiled at EICMA 2013.
- 2014 Test Ride: Husqvarna TC 250 Two-Stroke – Pg. 34-39
Much of this six-page story is dedicated to discussing the business model of Husqvarna Motorcycles North America, but also praises the bike as “...*the best 250cc two-stroke engine made. It hits hard and quick by four-stroke standards, but by the old-school way of thinking, it has a broad and easy-to-use powerband.*”

Motocross Action Magazine – April 2014

- 2014 Test Ride: Husqvarna FC 450 – Pg. 60-66
Six-page test of the FC 450, focusing on the key differences between it and the KTM 450 SX-F. Editors praise the “spot-on” handling as its best trait, and credit the FC with the “*longest-lasting clutch in motocross.*”
“*Hall of Fame list – electric starter, powerband, handling, brakes, hydraulic clutch, shifting, no-tools airbox, horsepower and levers.*”

Dirt Rider Magazine – April 2014

- Tear Offs: Husqvarna Off-Road Race Team – Pg. 20
Quarter-page write up and image of the 2014 off-road race team.

Dirt Rider Magazine – May 2014

- Mike Brown: Husqvarna's Hope – **COVER!!**
Full-page action image of Mike Brown aboard his factory Husqvarna race bike.
- ADVERTISEMENT: FMF – Return to Power – Pg. 9
Quarter-page write up and image of the 2014 off-road race team.
- Chapter 3: The Next Version of Mike Brown – Pg. 58-62
Lots of Husqvarna visuals in this Mike Brown feature story, which focuses on the ups and downs of his storied career, and upcoming bid for the 2014 EnduroCross title.

TransWorld Motocross – April 2014

- White Hot! The Return of Husqvarna – Cover mention
- ADVERTISEMENT: Bel-Ray – The Beginning Of A New Story – Pg. 37
Full-page ad featuring action image of an FC 250 announcing Bel-Ray's technical partnership with Husqvarna.
- Race Test: 2014 Husqvarna FC 450 – Pg. 78-79
Brief but thorough three-page test of the FC 450, praising the handling and also commenting on the state of Husqvarna.
“*Thanks to its proprietary EFI map settings, exhaust system and airbox shape, the FC 450 boasts a smoother, easier-to-control powerband than its orange counterpart.*”
“*Cornering is the bike's forte, as it enjoys superb front-end traction and can dive beneath virtually every other bike on the track.*”

“My dad raced Huskys back in the day, and my first memories of motocross—and the reason I fell in love with this sport—all revolve around a red tank with a big chrome oval on it. Well, this new FC 450 was not your 1972 CR400, and believe it or not, it wasn’t exactly a 2014 KTM 450 SX-F in white, either!”

Powersports Business – March 17, 2014

- Husqvarna Dealer Meeting Marks Opening of New HQ – Pg. 38
Write-up with image from dealer meeting (gleaned from press release) including quotes from Jon-Erik Burleson and newly announced MSRPs.

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

Online Features

Cycle World – Off-road: Husqvarna Team Photo Shoot – Behind the Scenes (VIDEO)
<http://www.cycleworld.com/2014/02/11/husqvarna-team-photo-shoot-behind-the-scenes-video/>
Husqvarna’s produced piece repurposed by Cycle World.

Enduro360.com – 2014 Husqvarna TE 300 First Review
<http://www.enduro360.com/2014/02/17/products-tested/2014-husqvarna-te300-first-review/>
Chilly White gives impression of Graham Jarvis’ King of the Motos race bike.

Vital MX – Breaking In The New Husqvarna
<http://www.vitalmx.com/features/Breaking-In-The-New-Husqvarna,3495>
Pictorial from Husqvarna HQ open house, lots of reader responses attached.

Dirt Rider – VIDEO: Husqvarna Two-Stroke VS K-Rail
<http://www.dirt rider.com/videos/husqvarna-two-stroke-vs-k-rail/>
Video quickie of editor Chris Denison play riding on 125 two-stroke Husqvarna.

Racer X – VIDEO: 2014 Husqvarna North America Dealer Show
<http://racerxonline.com/2014/03/07/husqvarna-dealer-show>
Husqvarna’s produced piece (Dealer Meeting Behind the Scenes) repurposed by Racer X

Press release repurposed as feature...

Ultimate Motorcycling – Husqvarna Opens New Facility, Announces 2014 Pricing
<http://ultimatemotorcycling.com/husqvarna-opens-new-california-facility-announces-2014-pricing/>

Dealer News – Husqvarna Opens New HQ, Announces 2014 Pricing
<http://www.dealernews.com/dealernews/article/husqvarna-opens-new-headquarters-announces-2014-pricing>



Powersports Business – Husqvarna dealer meeting marks opening of new HQ

<http://www.powersportsbusiness.com/top-stories/2014/03/17/husqvarana-dealer-meeting-marks-opening-of-new-hq/>

Road Racing World – Husqvarna Relocates US Headquarters to Murrieta, CA

<http://www.roadracingworld.com/news/husqvarna-relocates-us-headquarters-to-murrieta-california/>

Motorcycle.com – Husqvarna Announces 2014 Pricing and New US Headquarters

<http://blog.motorcycle.com/2014/02/05/products/husqvarna-announces-2014-pricing-opening-new-us-headquarters/>

Social Media

Facebook Fan Page “Husqvarna Motorcycles USA”

Total Likes – 27,436

New Likes – >5,000 (Since December 2013)

Monthly Talking About Husqvarna USA* – 4,615 (March 2014)

Twitter @HusqvarnaNA

New Followers – 843

Total Followers – 2,328

*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

Elizabeth Cotton

“Great company with a great history! Had the opportunity to get a private tour of the Husqvarna factory today. Awesome!”

Darren Bachand

“My son Garrett Bachand and I finally got to ride this 2014 FE 350 down in Texas. Very sweet bike. Jumped on the 2014 KTM 350 XC right after. Very different bikes. Both very impressive.”