



ROAD (SUPPORT)

PARADIGM 7

MSRP: \$170.00 Release: 07/01/2023



WOMEN (AL0A82CG)
AVAILABLE IN WIDE (AL0A85N7)



140 - WHITE/BLUE



447 - NAVY/CORAL



440 - BLUE
AVAILABLE IN WIDE



000 - BLACK

MEN (AL0A82C5)
AVAILABLE IN WIDE (AL0A82CE)



140 - WHITE/BLUE



232 - GRAY/LIME



440 - BLUE
AVAILABLE IN WIDE



000 - BLACK

WHAT'S NEW

- Push collar and tongue for comfort
- Premium engineered mesh upper for breathability
- GuideRail™ designed to provide medial support only when it's needed
- Altra EGO™ MAX midsole foam that's light and luxurious

TECHNOLOGY

- 1** ALTRA EGO™ MAX MIDSOLE
- 2** GUIDERAIL™
- 3** GHILLIE LACING

SAMPLE WEIGHTS

W | 9.5 oz / 270 g
M | 11.8 oz / 336 g

COMP. PRODUCT

Asics Kayano
Hoka Gaviota
Brooks Glycerin GTS

TARGET CONSUMER

A road runner looking for a max cushion support shoe to support them with every mile. An Altra fan who already loves the Paradigm and is simply looking for the updated model. A Kara Goucher fan who is curious about her favorite shoe and interested in supporting the Dystonia Foundation.



ESCALANTE 3
24MM



RIVERA 3
28MM



PROVISION 7
28MM



TORIN 7
30MM



PARADIGM 7
30MM



VIA OLYMPUS
33MM



PARADIGM 7

Not your dad's support shoe.

