



ORIGINAL FOOTSHAPE™ FIT



SLIM









BLACK - 000



WHITE - 110

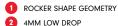
MEN (ALOA82C8)

BLACK - 000

WHAT'S NEW

- Rocker shape geometry to encourage efficient toe-off
- Engineered mesh upper for a sleek design
- Lightweight, compression-molded foam for an effortless, performance-focused ride
- Low drop to expand Altra's reach to all types of runners

TECHNOLOGY



3 COMPRESSION-MOLDED EVA MIDSOLE

SAMPLE WEIGHTS

W | 7.1 oz / 201 g M | 8.5 oz / 240 g COMP. PRODUCT

HOKA Clifton On Cloudgo Asics Novablast

TARGET CONSUMER

A runner who may have never considered or thought of Altra before but is now curious about the brand due to this new low-drop shoe. A runner who stays connected to the running community and current trends and looks at the sport as a social way to stay fit and healthy. Runners who are focused on performance with a side of style.



24 M M



RIVERA 4 28 M M





30 M M







EXPERIENCE

32 M M



PROVISION 8

28 M M

WOMEN'S ALTRAFWD EXPERIENCE 28MM

PARADIGM 7 30 M M

MEN'S ALTRAFWD **VIA OLYMPUS 2** 33 M M



ALTRAFWD EXPERIENCE

Run more. Effort less.



