



ROAD (NEUTRAL)

# ALTRAFWD EXPERIENCE

MSRP: \$140.00 Release: 10/03/2023



WOMEN (AL0A82CJ)



WHITE - 110



GRAY/PURPLE - 254



PINK/ORANGE - 628



BLACK - 000

MEN (AL0A82C8)



WHITE - 110



GRAY/BLUE - 242



ORANGE - 880



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

- 1 ROCKER SHAPE GEOMETRY
- 2 4MM LOW DROP
- 3 COMPRESSION-MOLDED EVA MIDSOLE

## SAMPLE WEIGHTS

W | 7.1 oz / 201 g  
M | 8.5 oz / 240 g

## COMP. PRODUCT

HOKA Clifton  
On Cludgo  
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.



ESCALANTE 3  
24MM



RIVERA 4  
28MM



PROVISION 8  
28MM



WOMEN'S ALTRAFWD  
EXPERIENCE  
28MM



TORIN 7  
30MM



PARADIGM 7  
30MM



MEN'S ALTRAFWD  
EXPERIENCE  
32MM



VIA OLYMPUS 2  
33MM



# ALTRAFWD EXPERIENCE

Run more. Effort less.

