

LINER TECHNOLOGY

LINER CONSTRUCTIONS

All our boots feature an Asymmetric Liner Construction (ASY). It's the most anatomical liner construction on the market, and the best for supporting your feet while skiing. It features an asymmetric tongue, toe box, collar shape and high-quality lining materials, all geared towards creating a better fit and more comfort than ever.

PLATINUM – GOLD – SILVER – BRONZE

In our boot range we have a new liner hierarchy: Platinum, Gold, Silver and Bronze. You'll see these labels written on the tongue. Our liners get better as they go up from Bronze to Platinum. In particular, they provide the firmer fit better skiers need. They also become longer lasting, warmer and more personalizable.

FIRMER FIT

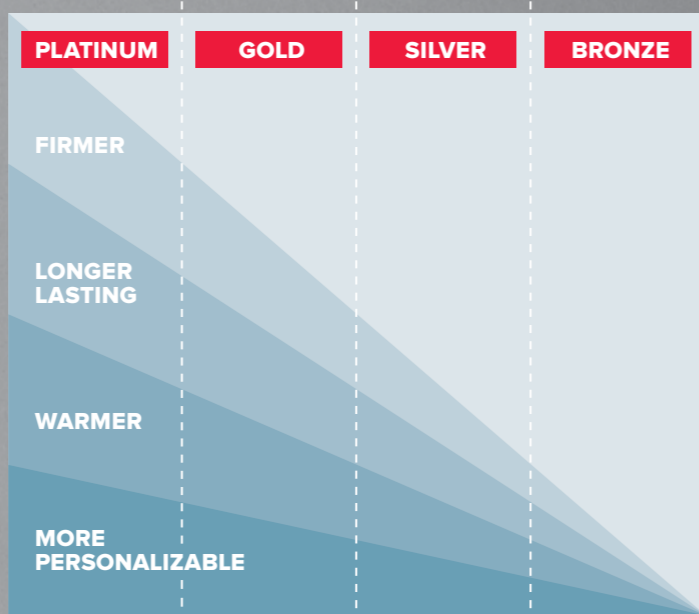
The number one thing for first timers and intermediate skiers is to have boots that fit comfortably. As skiers get better, that fit can get firmer and more responsive. Our liners support that progression, with firmer foam and higher-performance Alcantara liner textiles as our boots go up in flex numbers.

LONGER LASTING

We add Dynashape foam to our liners to make sure they don't pack out as quickly. It instantly molds to your foot then constantly re-adapts. The better the liner the more Dynashape we add: generally, Silver has Dynashape on the ankle, Gold on the ankle and side, Platinum on ankle, side and tongue.

WARMER

From Silver upwards, many of our liners now feature 3M™ Thinsulate™, the world's best-known insulation. The higher the liner, the more Thinsulate it has. This means you now get Thinsulate™ on Redster Pro W, Hawx 2.0, Waymaker, Live Fit, M-Tech and Overload. We've also added Thinsulate to all our Kids boots, as little feet get colder quicker.



MORE PERSONALIZABLE

All our liners are heat moldable for a personalized fit. Different liners have different amounts of heat moldable foam, labelled on the tongue: T1 has foam in the ankle, T2 in the ankle and side, T3 on the ankle, side and tongue.

3M™ THINSULATE™ INSULATION

We're working in partnership with 3M to create the warmest ski boots ever made. As a big first step, we've added this world-class insulation to many of our liners. Specifically, we use Thinsulate™ Platinum all over our Platinum and Gold liners to surround the whole foot. And standard Thinsulate™ in the toe box of our Silver liners (where people get cold first).

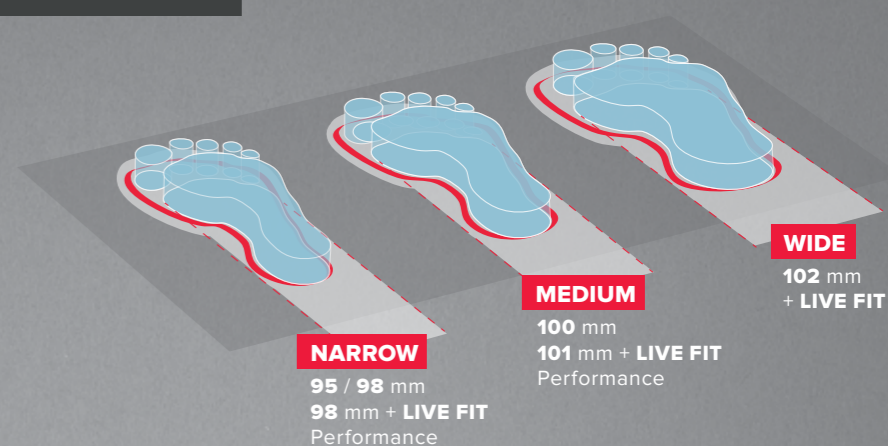
How it works: The more air a material traps in a given space, the greater it's insulating value. The microfibers in 3M™ Thinsulate™ Insulation are far finer than any other fibers. It means they trap more insulating air in less space, even when wet – keeping feet warm and responsive, even in extremely cold and damp conditions.



SHELL TECHNOLOGY

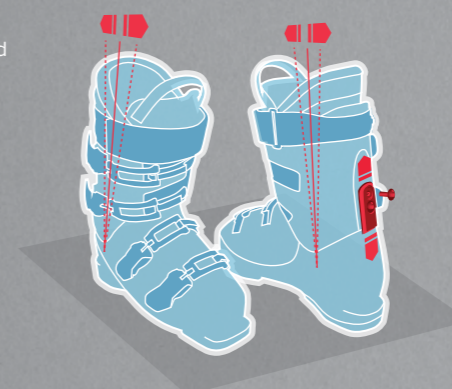
FOOT SEGMENTATION

There is no such thing as an 'All Mountain' or 'Touring' footshape. Different people have different footshapes – ranging from narrow to medium to wide – regardless of where they love to ski. This is why we've designed our range to make sure whatever your type of skiing, we have the perfect fitting boot for you.



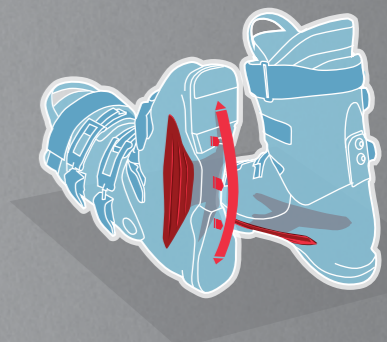
POWER SHIFT

On our Hawx 2.0 boots, forward lean can be adjusted to 13° or 15° or 17° as well as the flex index by +/- 10 flex points. For a completely personalized experience.



SOLE FLEX

The flex area on Hawx 2.0 provides a more natural bending line of the boot, promoting better balance, better feel underfoot and greater control.



CARBON SPINE

On Redster and Waymaker, carbon-reinforced areas of the cuff and shell provide increased responsiveness and power transmission while maintaining feel and sensitivity at the front of the boot.



FREE/LOCK SYSTEM

Featured on all Waymaker boots: lift the lever and the cuff unlocks from the shell for optimum walking, entry and exit. Press the lever back down and the cuff mechanically locks back, providing 100% power on the way down.



LIVE FIT

These zones automatically adapt to your forefoot shape providing instant comfort, improved feel, better blood flow, warmer toes and happier feet. Featured on all Waymaker, Live Fit, Overload and Tracker models.



FLIP CHIP

An exchangeable plastic insert on Overload's Carbon High Back allows for complete individualized tuning of flex and geometry. Soft and hard chips allow flex to be adjusted +/- 10 flex points.



LIVEFIT

Everyone spends time thinking about what skis to ride, and that's great. But here's the thing – one of the biggest steps anyone can make to take their skiing forward is to get a pair of boots that fits them perfectly.

IT'S WHY WE SPEND SO MUCH TIME WORKING ON EXACTLY WHAT GOES INTO OUR BOOTS

To make sure everyone can find the perfect Atomic boot for them, whatever their style and footshape.



FIT

From our trademark narrow fit on Redster to our legendary Hawx medium fit to our comfortable wide fit in our Live Fit boots, we've got a fit for any footshape. Thanks to our technologies like Live Fit and Dynashape, our boots instantly adapt to your feet. And now our new Memory Fit even memorizes your foot shape for a permanent personalized fit.



COMFORT

Boots can make or break a day. So we always look for ways to make our boots even more comfortable. We've added 3M™ Thinsulate™ to keep feet warm. We've also made our boots lighter than ever. We use plush linings for the women's range and constantly make stepping in and out even easier. We want wearing our boots to be a pleasure, not a pain.



PERFORMANCE

Performance means different things in different types of skiing. For example, Racing it's about speed so we add Carbon Spine for extra power. Touring it's about boots that help you climb as well as they help you ski, which is why we invented our Free/Lock System. Whatever type of skiing, our boots are purpose built to produce the performance you need.