



# In all things, we seek the right balance of art, science, and runner insight.

The quest for an epic run drives us to create gear perfectly tuned for the journey. It requires a relentless focus to deliver consistency in fit, feel, and ride, while satisfying an intense curiosity to bring true innovation to the running experience. It starts with understanding the human form in motion: in-depth biomechanical research to ensure we deliver on what runners need. Add insights from run culture, the running experiences people crave, and how running fits into active individuals' busy lives to satisfy what runners want. Dial up killer product design and engineered materials matched to functional needs, and optimize fit, feel, ride, style, and performance. Finally, infuse hints of our Run Happy, glass-half-full, celebrate-every-run spirit. When we stick to this unique approach, our gear wins mile after mile.





# e Run Signature Landscap

**LOW YOUR BODY, FIND YOUR RHYTHM**



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control





trail

Choose your experience  
for off-road terrain.

## ENERGIZE

Responsive and lively to give  
you energy, mile after mile.



CALDERA 2

Float

## CUSHION

Rugged and versatile to  
protect you on any trail.



CASCADIA 12

CASCADIA 12 GTX



ADRENALINE ASR 14

Feel



MAZAMA 2

## SPEED

Fast and streamlined to launch  
your attack on the terrain.



PUREGRIT 6

Attack the Trail

Lightweight and agile  
to feel your off-road  
explorations.

## CONNECT

Explore the Trail

# tech talk

A glossary guide to the specialized, high-tech features that set our shoes apart.

## midsole

### DYNAMIC CUSHIONING

#### BioMoGo

A midsole foam that provides long-lasting cushioning in an environmentally friendly package. A non-toxic natural additive encourages anaerobic microbes to munch away 50 times faster once it hits an active, enclosed landfill.

#### BioMoGo DNA

An adaptive midsole material that blends BioMoGo and Brooks DNA to create dynamic cushioning that accounts for a runner's unique stride, weight, and speed.

#### BROOKS DNA

A proprietary, non-Newtonian polymer that delivers a dynamic response to the impact forces that running creates at a molecular level. The response provides cushioning that is unique to every step—accounting for a runner's unique stride, weight, and speed.

#### COMPRESSION-MOLDED EVA

Our lightest midsole foam compound; utilized in track spikes.

#### DNA AMP

Our most responsive midsole technology that offers best-in-class energy return by encasing a polyurethane-based foam inside a thermoplastic polyurethane (TPU) skin.

#### DNA LT

A lighter DNA formula that allows for injecting adaptive cushioning into certain shoe models without increasing weight.

#### SUPER DNA

DNA midsole material formulated to offer 25% more cushioning for runners seeking an ultra-soft and protective ride without sacrificing responsiveness.

### FLEXIBILITY & ALIGNMENT

#### OMEGA GROOVES

An Omega-shaped innovation that enhances the flexibility of the midsole for an effortless forefoot ride without compromising the integrity of the midsole cushioning.

#### ROUNDED HEEL

A slight curve of the heel that shifts the point of force forward, aligning through the center of the ankle joint to reduce internal stress on the body.

#### SEGMENTED CRASH PAD

Shaped like a caterpillar, a system of fully-integrated shock absorbers that accommodate any foot landing to maximize efficiency, provide cushion, and create smooth heel-to-toe transitions.

#### TOE FLEX

A flexible forefoot split that allows the big toe to function independently and engage the body's natural balance for an efficient push-off during the propulsion phase.

#### PROGRESSIVE DIAGONAL ROLLBAR (PDRB)

A tri-density post at the medial arch that is biomechanically engineered to allow for progressive support and create smoother transitions from the midstance phase to the propulsion phase.

### SUPPORT

#### DIAGONAL ROLLBAR (DRB)

A high-density post at the medial arch, engineered to provide support and create a smoother transition from the midstance phase to propulsion phase.

#### EXTENDED PROGRESSIVE DIAGONAL ROLLBAR (PDRB)

An extended version of our Progressive Diagonal Rollbar provides maximum support.

#### FOUR-POINT PIVOT POSTING SYSTEM

A trail-specific technology that provides stabilizing suspension on both sides of the heel and forefoot.

#### GUIDE RAILS

An innovative, holistic, on-demand support technology that guides the body—hips, knees, and joints—into its natural motion path of least resistance.

#### PROGRESSIVE DIAGONAL ROLLBAR (PDRB)

A tri-density post at the medial arch that is biomechanically engineered to allow for progressive support and create smoother transitions from the midstance phase to the propulsion phase.

## outsole

#### 3D HEX LUGS

An aggressive outsole pattern to provide maximum, omnidirectional grip.

#### BALLISTIC ROCK SHIELD

A toughened, thermoplastic EVA sheath between the outsole and midsole that protects the forefoot by spreading out point loads from sharp objects.

#### BLOWN RUBBER FOREFOOT

A lower-density rubber compound designed to improve forefoot cushion with minimal weight.

#### DUAL STABILITY ARCH POD

A passive support system utilized in the Dyad to enhance inherent stability without the use of a post.

#### FLEXTRA

A rubber piece, strategically placed in the forefoot outsole that provides flexibility, tuned to support corresponding gender and weight categories.

#### IDEAL PRESSURE ZONES

An outsole technology that evenly disperses impact away from the body for a comfortable and effortless ride.

#### OMNI GROOVES

Flex grooves that allow for multi-directional flexibility.

#### SLIP-RESISTANT OUTSOLE (ASTM F 489-96)

Outsole-certified for slip resistance on both wet and dry surfaces.

#### CORDURA® AFT

A branded, highly-breathable knit construction with enhanced abrasion and tear strength. AFT stands for Air Flow Technology. Find it on trail shoe uppers for lightweight protection.

## upper

#### 3D FIT PRINT

An advanced screen-printing process to apply strategic stretch and structure for a seamless, impeccable fit.

#### 3D RUBBER PRINT

An advanced screen-printing process that uses rubber to add protection and durability to trail shoes.

#### ADJUSTABLE SADDLE CONSTRUCTION

An external piece that optimizes the midfoot wrap through the lacing system.

#### AIR MESH

A dimensional upper construction that feels soft and optimizes breathability.

#### GORE-TEX®

Waterproof, breathable protection in the lining that ensures feet stay dry and comfortable.

#### HYDROPHOBIC FOAM PACKAGE

Used in tongues and collars, a closed-cell foam that doesn't absorb water, keeping the shoe lighter when wet.

#### PROFILE SOCKLINER

Contoured insert designed to fill any negative space under the foot.

#### STRETCH WOVEN

A pliable upper construction that wraps the foot in a sock-like fit.

#### ULTIMATE SOCKLINER

A PU insert with an Ortholite® memory foam middle layer and convoluted egg-crate surface that provides substantial cushioning, breathability, and conformability.

#### WOVEN AIR

A durable upper construction that's engineered to provide breathability and the lightest, sock-like fit on foot.

# release dates

appendix

	OCT '17	NOV '17	DEC '17	JAN '18	FEB '18	MAR '18	APRIL '18	MAY '18	Notes for F18
<b>CUSHION</b>									
TRANSCEDE 5				<i>new shoe</i>					
ADRENALINE GTS 18		<i>new shoe</i>						<i>new color</i>	
BEAST / ARIEL '16									<i>new shoe 9/2018</i>
ADDICTION 13			<i>new color</i>						
GLYCERIN 15				<i>new color</i>					<i>new shoe 6/2018</i>
GHOST 10				<i>new color</i>					<i>new shoe 7/2018</i>
GHOST 10 GTX									
REVEL				<i>new color</i>					
DYAD 9							<i>new shoe</i>		
<b>ENERGIZE</b>									
LEVITATE	<i>new shoe (9/30)</i>			<i>new color</i>					
LAUNCH 5				<i>new shoe</i>					
RAVENNA 9					<i>new shoe</i>				
<b>CONNECT</b>									
PUREFLOW 7				<i>new shoe</i>				<i>new color</i>	
PURECADENCE 7				<i>new shoe</i>				<i>new color</i>	
<b>SPEED</b>									
NEURO 3					<i>new shoe</i>				
HYPERION									
ASTERIA									

= LIGHT BOOKING MONTH

= NORMAL BOOKING MONTH

= NEW COLOR AVAILABLE

= NEW/UPDATED SHOE STYLE

	OCT '17	NOV '17	DEC '17	JAN '18	FEB '18	MAR '18	APRIL '18	MAY '18	Notes for F18
<b>SPIKES</b>									
WIRE v5				<i>new shoe</i>					
ELMN8 v4				<i>new shoe</i>					
QW-K v3				<i>new shoe</i>					
MACH 18 SPIKE/SPIKELESS									
<b>TRAIL</b>									
CALDERA 2				<i>new shoe</i>					
MAZAMA 2				<i>new shoe</i>					
CASCADIA 12				<i>new color</i>					<i>new shoe 6/2018</i>
CASCADIA 12 GTX									<i>new shoe 6/2018</i>
ADRENALINE ASR 14									
PUREGRIT 6									<i>new shoe 6/2018</i>
<b>WALKING</b>									
ADRENALINE GTS 18		<i>new shoe</i>							
DYAD WALKER									
ADDICTION WALKER/V-STRAP									

appendix