

FAST

& FOUNDATION

FAST DRIVES US

And our business decisions whether its product development, marketing or sales support.

FAST INSPIRES US

We continue to combine inspiration from Sir Isaac Newton with the very best knowledge about the human body, running mechanics and modern materials to create a running shoe that invites runners to perform their best.

FAST DIFFERENTIATES US

Newton Running shoes have all of the elements for a faster run including level platforms and ultra-responsive Action/Reaction™ Technology to help runners feel alive, efficient and energetic as they chase their own fast.

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WHO WE ARE

Newton Running co-founders created the company in 2007 with the desire to give back and improve our world. This belief has led us to pursue sustainable business practices and a commitment to our community.

B CORP CERTIFIED

Newton Running is proud to be the first and only running company that is B Corp certified. We as a company are committed to meeting rigorous standards of social and environmental performance, accountability and transparency.

IGNITE PROGRAM

In 2017, we are launching the Ignite Program with Soles4Souls to provide running shoes, coaching and support to underserved high school track and cross country programs.

TECHNOLOGY

THE ELEMENTS OF NEWTON



ACTION/REACTION™ TECHNOLOGY

The secret sauce powering the speed of Newton Running shoes is its proprietary Action/Reaction™ Technology. Generated by the active movement of the lugs, it creates a responsive, trampoline-like cushioning system that provides quicker bounce-back and loses less energy than a traditional foam-core running shoe.



LEVEL PLATFORM

Over time, many shoe designs have become thicker, cushier and heavier with greater heel heights. In the spirit of making every stride better, Newton shoes feature lower heel to toe drops to put you in a position to run most naturally.



FULL FOOT CUSHIONING

If you love the responsive yet cushioned feel of the lugs in the forefoot, you'll be happy to find out the same technology exists in the heel. With Newton Running, you get full-foot cushioning and protection.



NEWTONIUM

Introducing **Newtonium™ Cushioning** that's 52% more responsive*, bringing responsive cushioning even closer to the foot to extend the energetic, cushioned and lively Newton ride.

*In the standard and industry-accepted 'ball-drop' test, our Newtonium foam achieved a 52% higher rebound than standard EVA compounds. While EVA had a score of 33, Newtonium had a score of 50.

