

10 REASONS TO LOVE... ON

On shoes took the running market by storm last year. A unique design, this lightweight shoe will make you feel like you're running on air!



1 With this radical new design, the On's *CloudTec™* system (3-dimensional elements made of highly flexible circular pieces of rubber on the sole of the shoe) absorb both vertical and horizontal forces on impact.

2 The *CloudTec™* elements on the On shoe not only protect the body against the stresses of running, but also activate and tone your muscles and "put the fun back" into the experience.

3 On features an extremely flexible sole and a low heel. The result is that running is almost a 'rolling' experience that

gives you extra forward momentum for a faster run.

4 The On shoe is soft on landing, therefore gentle on your joints, but also fast, as the *CloudTec™* elements lock on landing to provide a hard push off. It's like landing on sand and pushing off on concrete.

5 The design is sleek and understated, so they appeal to a wider market, not just elite runners and triathletes.

6 On have created a female specific *Cloudsurfer* model

for 2011, in rose/pink. It provides the right fit for the female foot and adapts to a lighter impact on landing.

7 New colour ways for 2011 see the On *Cloudsurfer* now available in black/lime and silver-grey/azure.

8 Also new for 2011 is the On *Cloudbreaker*, designed for high-impact runs, long training sessions and endurance runs. The *CloudTec™* system is enforced for excellent stress absorption, efficient energy transfer

and a faster recovery.

9 The On *Cloudsurfer* weighs just 298 grams (based on a UK size 9). This is significantly lighter than the average training shoe.

10 Due to the reduced stress on muscles, training in the On allows you to complete speed/intense training sessions back-to-back without forfeiting quality. You'll feel noticeable reduction in joint and muscle strain.

