



Introduced 10/2014, (7) 1/2017, introduced SA 3/2017, 8/2017, 1/2018, 5/2019, 7/2019

<p>DYNAMIC STABILITY</p>	<p>Arahi 3 M&W RF29-FF24-HD5mm W-RF27-FF22-HD5mm</p> 
<p>NEUTRAL</p>	<p>Clifton 6 M&W – max cushioning RF29-FF24-HD5mm W-RF27-FF22-HD5mm</p>  <p>Bondi 6 M&W RF33-FF29-HD4mm W-RF31-FF27-HD4mm</p> 
<p>SPEED</p>	<p>Mach 2 M&W RF24-FF19-HD5mm W-RF24-FF19-HD5mm</p>  <p>NEW ADDITION</p> <p>Carbon X RF32-FF27-HD5mm W-RF30-FF25-HD5mm – Carbon - Profly tmx CM betty midsole</p>
<p>ALL TERRAIN</p> <p>TRAIL</p>	<p>Challenger ATR 5 M&W RF29-FF24-HD5mm W-RF27-FF22-HD5mm</p>

THE TECHNICAL RUNNING SHOE GUIDE

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Speedgoat 3 M&W RF32–FF27.5-HD4.5mm W-RF31-FF26.5-HD4.5mm 5mm



Torrent M&W RF23–FF18-HD5mm W-RF21-FF16-HD5mm



OTHER

Cavu 2 M&W RF23–FF18-HD5mm W-RF21-FF16-HD5mm
Versatile allrounder / runner



Kaha – hiking boot - M-RF33-FF27-HD6mm W-RF31-FF25-HD6mm



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TECHNOLOGY: Midsole volume up to 2.5X more cushioning, Meta-rocker sole geometry, Active foot frame, J-frame, Pro²Lite, eVent upper fabric, Ortholite, RMAT o/s, Profly

CLASSIFICATION – Neutral, Dynamic stability, Speed, ART, Trail

Started in 2010 – launched in SA 2/2017 – brought in by Hulla Baloo

Health Vine Sport Cafe	HOKA	innessmith9@gmail.com	Innes	Houtbaai C/T
Sportsmans W/H	HOKA			Coutry wide
Outdoor Escape	HOKA	wayne@outdoorescape.co.za	Wayne	Stellenbosch
Runners Emporium	HOKA	claus@runnersemporium.co.za	Claus	Bloemfontein
The Durban Runner (Pty) Ltd	HOKA	zane@durbanrunner.co.za	Zane	DB
The Natural Runner	HOKA	sonja@baobablifestyle.co.za	Sonja	Centurion Lifestyle Center
Walkabout St Lucia	HOKA	georgioumarcus@gmail.com		Durban
The Randburg Runner	HOKA	rand.run@iafrica.com	Gordon.	JHB
The Sweat Shop	HOKA	tom@thesweatshop.co.za	Tom	JHB/PTA
Troi Sports	HOKA	info@troisports.co.za	Marc/Bruno.	JHB
Run-Away Sport	HOKA	runawaysport@yahoo.com		PTA
EAP Active Property	HOKA	candice@espactive.co.za	Candice	KZN
Event 81	HOKA	liezel@event81.co.za	Liezel	North West

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CUSHIONED MIDSOLE

[marshmallow-soft with speed]

Varying in thickness according to need, the super light and cushioned midsole offers shock absorption, comfort and support. Our goal at HOKA ONE ONE® is to make running easier. Easier for everyone – from the ultramarathoner to the person who runs as part of their fitness routine. Everyone likes easier.



MAXIMUM CUSHIONING EQUALS

- Faster shock absorption
- Superior comfort
- Performance on runs of all distances

META-ROCKER

[the wheels to move you forward]

Meta-Rocker geometry, or wheels for your feet, drives the runner forward, reduces the differential in height between the heel and toe and complements the runner's normal gait cycle.



META-ROCKER TECHNOLOGY MEANS

- Support of a runner's natural running gait
- A smooth roll from impact to toe-off
- Designed to increase running efficiency

ACTIVE FOOT FRAME

[the bucket seat]

The Active Foot Frame fits the heel and foot deeply into the midsole and offers guidance to the foot without the need for "posts" or other foot constrictors. The Active Foot Frame functions like a bucket seat in a race car by cradling the foot.



"BUCKET SEAT" MIDSOLE PROVIDES

- Integrated stability within the shoe
- Adaptability to a wide range of feet and running styles
- A comfortable option to traditional extra post support

J-FRAME™

[stability with freedom]

Dynamic Stability features the HOKA ONE ONE® J-Frame™, which uses the functionality of the Active Foot Frame but adds support with a firmer density foam on the medial side – where the over-pronating foot rolls in – all the way to the front of the shoe. This "J" also extends back with firmer side walls on the heel's lateral side. It delivers support and protection while guiding your foot without the use of heavy, rigid materials.



J-FRAME™ BENEFITS

- Designed to combat over-pronation
- Guides foot without rigid or reinforcing materials
- Delivers stability while maintaining a cushioned and lightweight ride

PROFLY™

[Intelligent cushioning]

PROFLY™ is a dual-density midsole: softer in the heel for a cushioned landing and a higher-density foam in the forefoot for propulsion. It's a forgiving landing with a responsive toe-off.



INTELLIGENT CUSHIONING OFFERS

- Softer cushioning for impact (heel)
- Firmer cushioning for propulsion (forefoot)
- A fast and comfortable ride

