



*Bruce & Michelle Marsh*

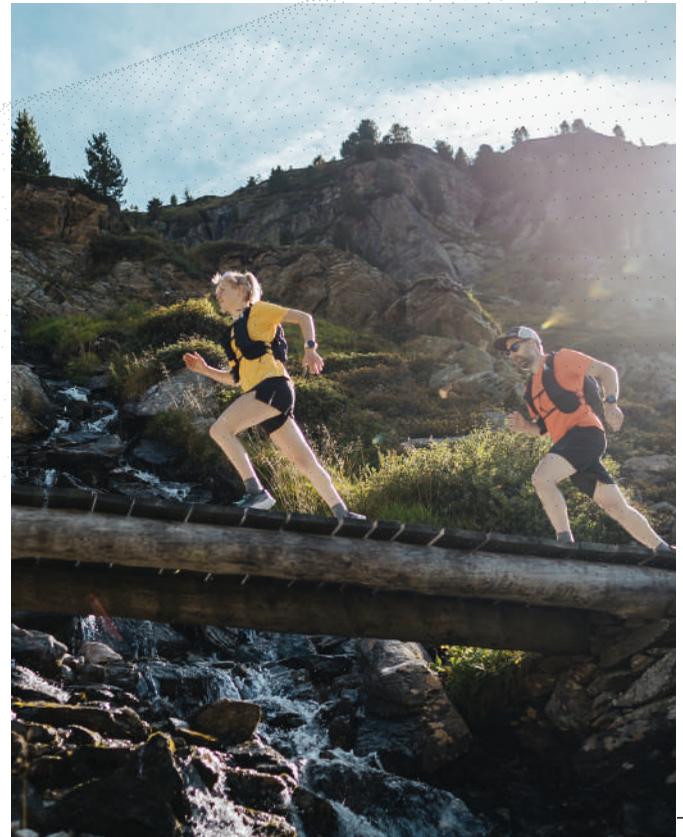
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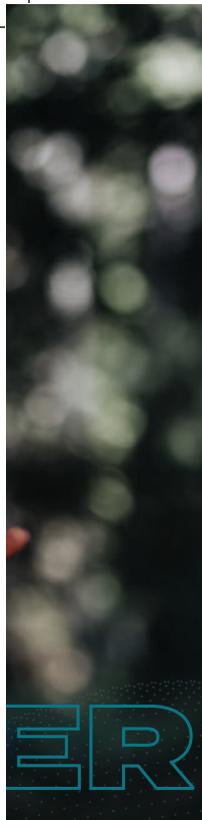
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**TIME  
TO TAME  
THE  
TERRAIN**







# NOW IT'S TIME TO RUN

## All Terrain Running by LOWA



LOWA has been producing high-quality outdoor footwear for adventures in nature for 100 years. Since 1923, our company has stood for the best quality, perfect fit, exceptional comfort, the highest level of functionality and innovation. These values flow directly into all areas of product development. Over the years, these values have helped LOWA evolve from a pure mountaineering company into a global outdoor footwear specialist.

Drawing on our many years of experience and the expertise of our product developers, we have successfully marketed footwear designed to be used on and off the mountain. For years, LOWA has excelled in categories including MOUNTAINEERING, TREKKING, ALL TERRAIN CLASSIC, ALL TERRAIN SPORT, KIDS and COLD WEATHER BOOTS.

We stay close to the latest trends including the need for fast and light trail footwear. LOWA successfully launched a new category of footwear 10 years ago: the athletic multifunctional line ALL TERRAIN SPORT collection. Today, this category generates about 20 percent of global turnover.

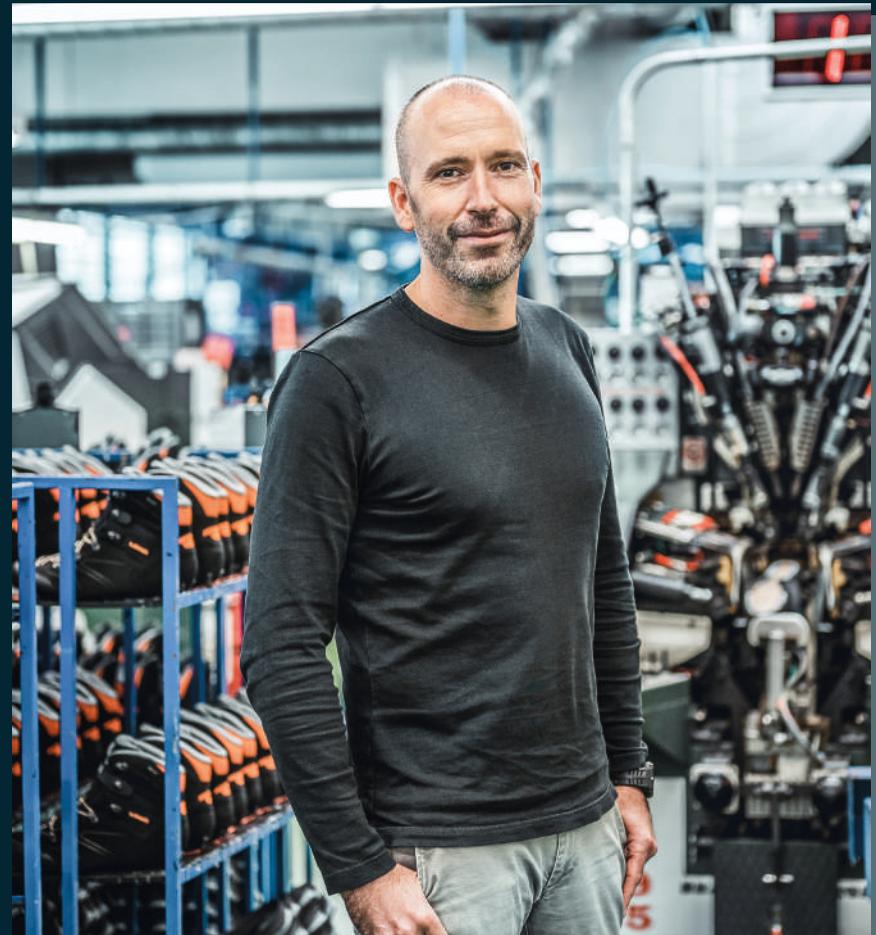
We are now taking the next step in this development and are adding the component of speed. Our new collection ALL TERRAIN RUNNING by LOWA represents another milestone in product development.

Our new trail-running segment incorporates our decades of experience in the design of high performance outsoles, perfect rolling properties and the best form of comfort into a functional category. With the motto “Speed is Key” in mind, LOWA’s developers went to work at the company’s headquarters in the Bavarian town of Jetzendorf and brought forth a rock solid trail-running collection. The new models are designed in particular to excel on demanding terrain and deliver exceptional performance, the result of their remarkable grip, protection and stability.

As you know, LOWA’s business philosophy can be summed up in three words: “Made in Europe”. We have no plans to change it. But we have been forced to make an exception to this rule for our ALL TERRAIN RUNNING line. The reason is quite simple: The type of EVA midsoles needed for the trail-running shoe, the upper design and the appropriate materials are not (yet) available in Europe. The new shoes are being made by a partner company in Vietnam – naturally under conditions that meet our environmental and social requirements and in the high quality that LOWA is known for. We place a high value on transparency in our relationship with you and our end customers. For this reason, we have consciously set the segment apart from our core brand by naming it “ATR by LOWA”.

“**Now it’s time to run**” – we are really looking forward to this next step!

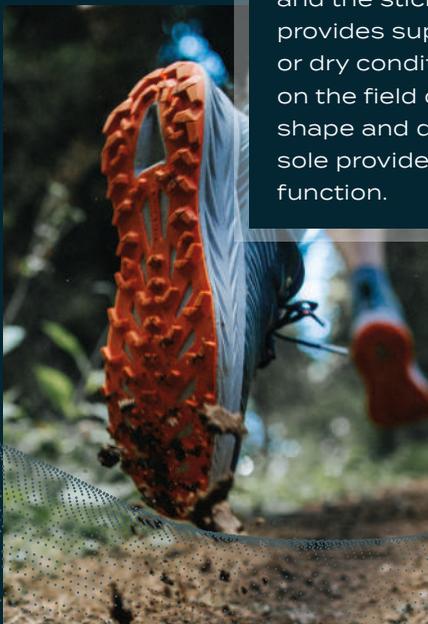
Best regards, **Alexander Nicolai | CEO**



# TECHNOLOGIES

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**LOWA  
TRAC - Sole**

The LOWA **TRAC** sole system and the sticky rubber compound provides superb traction in wet or dry conditions. Depending on the field of use, lug size, shape and quantity LOWA **TRAC** sole provides the best possible function.



Traction  
Reaction  
Agility  
Control



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## **Reptex Sport**

The upper material technology gives increased protection from scree and sharp rocks on every trail while delivering overall weight reduction with optimum stability and durability for improved performance.

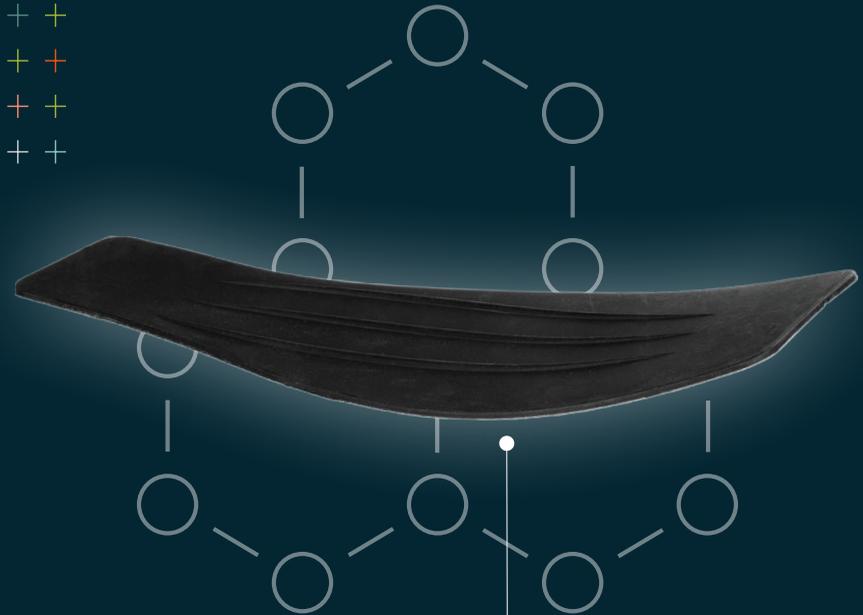
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## Anatomical Ankle Lines

Support is delivered through our unique asymmetrically shaped upper edge which precisely reflects the ankle's anatomy. The lateral hold means pressure points are eliminated for total freedom.



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## Carbon-Reinforced Rebound Plate

Our lightweight Carbon-Reinforced Rebound Plate under the forefoot, gives runners energy return at every step and offers protection from any under-foot sharp object or uneven trail.



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## DYNEVA

The sophisticated polymer compound DYNEVA has an excellent cushioning level. It absorbs the forces that occur during heel strike and provides a dynamic and efficient rebound due to its structure. This unique midsole compound reduces the weight to a minimum.



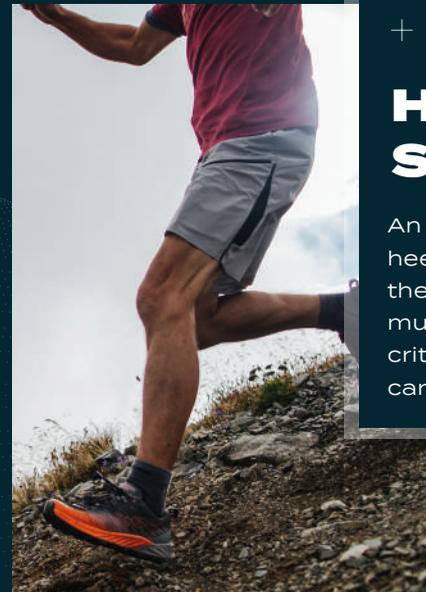
+ +  
+ +  
+ +  
+ +



+ +

## Heel Stabilizer

An anatomically shaped, molded heel counter that wraps around the rear of the foot. It ensures multi-directional stability, which is critical on tricky terrain and while carrying speed on downhills.





# THE ATR COLLECTION





# CITUX

## SPEED IS KEY

RACING & TRAINING +

LIGHTWEIGHT +

HIGHLY BREATHABLE +

### ABOUT THE SHOE

Speed is the key word when describing the new LOWA trail running shoe CITUX/CITUX Ws. When developing the model, the designers had one goal: to combine maximum performance with minimum weight. Therefore, everything that is not absolutely necessary was eliminated.

### SOLE PACKAGE

Here the name says it all: The Trac Speed sticky rubber outsole provides great traction. The dual density midsole offers great control and energy transfer via the Carbon-Reinforced Rebound Plate. The snug fit and close to the ground technology enables high responsiveness while the minimal weight provides agility.

### USEFUL FEATURES

For optimal protection, the upper is reinforced with a laminated PU coating, the REPTX SPORT. This makes the shoe much more durable. A lightweight, seamlessly engineered tongue construction offers a unique combination of comfort and breathability. The amount of padding is reduced to a minimum to ensure the best possible breathability.

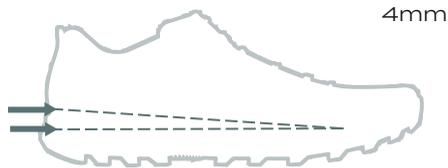
# RUN YOUR TRAIL FASTER



## ACTIVITY PROFILE

For fast off-road runs and competition; lightweight shoe with superb traction; speed and agility is the key.

## HEEL DROP





● ——— **DYNEVA HIGH REBOUND COMPOUND 50 SHC**



● ——— **REBOUND PLATE NYLON & 20% CARBON**



● ——— **FULL LENGTH EVA SHELL 55 SHC**



● ——— **LOWA TRAC SPEED STICKY RUBBER**

# CITUX RUN YOUR TRAIL FASTER

LOWA TRAC SPEED SOLE

AGGRESSIVE  
DEEP LUGS (4.5mm)

AGGRESSIVE  
DEEP LUGS (4.5mm)

WEIGHT  
REDUCING  
CUT OUTS

## CITUX - LOWA TRAC SPEED OUTSOLE

Aggressive lugs provide a claw-like grip on a variety of surfaces combined with a sticky rubber for extra grip. Bidirectional lugs enable both: **quick acceleration** and **responsive braking**.





# AMPLUX

**COMBINE ALL THE FUN**

ALL TERRAIN +

LIGHTWEIGHT +

MULTITALENT +

## ABOUT THE SHOE

The new LOWA trail running shoe AMPLUX or AMPLUX Ws reliably delivers top performance in any terrain. The reason for this is its overall package. The comfortable model comes with all the important features needed to tackle short, medium and long distances.

## SOLE PACKAGE

The triple density midsole features a cushioning DYNEVA interior that runs the length of the shoe. The two outer shell components provide additional cushioning in the rearfoot as well as guidance and direct feedback in the mid- and forefoot. A softer heel section provides optimal cushioning in the landing area.

## USEFUL FEATURES

Pressure points are avoided because the shaft is made of one piece and without unnecessary seams. The upper material plus the combi with the Reptex Sport, which are laminated PU reinforcements on the upper, make the shoes more durable. A lightweight, seamlessly engineered tongue construction offers a unique combination of comfort and breathability. Padding in the collar and heel area for a balance of comfort and agility.

# RUN YOUR TRAIL MORE



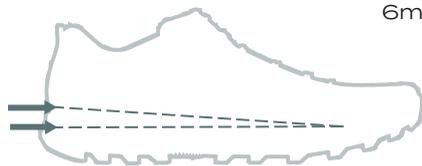
## ACTIVITY PROFILE

Moderate trails where grip and comfort are the key  
Hybrid running shoes featuring the perfect blend of  
comfort, cushioning and confidence grip.

## HEEL DROP



6mm





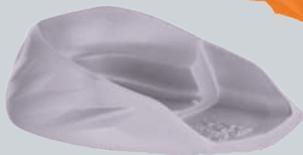
**FULL LENGTH HIGH REBOUND DYNEVA MIDSOLE INSERT 50SHC**



**REBOUND PLATE NYLON & 15% CARBON**



**FORE- / MIDFOOT EVA MIDSOLE SHELL 55 SHC**



**REARFOOT EVA MIDSOLE SHELL 52 SHC**



**LOWA TRAC AGILITY STICKY RUBBER OUTSOLE**

# AMPLUX

# RUN YOUR TRAIL

# MORE

LOWA TRAC AGILITY SOLE

DEEP LUGS (4.5mm)

WEIGHT  
REDUCING  
CUT OUTS

DEEP LUGS (4.5mm)

#### AMPLUX - LOWA TRAC AGILITY OUTSOLE

Sufficiently deep lugs bite into dirt on loose terrain for excellent grip, and a durable and grippy sole performs well over varied terrain.

Bidirectional lugs enable both:

**quick acceleration** and **responsive braking**.





# FORTUX

**EAT UP THE MILES**

ULTRA TRAILS +

LIGHTWEIGHT +

LONG DISTANCES +

## ABOUT THE SHOE

Especially during an ultra trail, the body is happy about every bit of comfort and the FORTUX or FORTUX Ws offers a lot of it. Thanks to its cushioning, the additional padding on the upper and the high wearing comfort, the new model is truly predestined for the long haul.

## SOLE PACKAGE

The FORTUX is equipped with the special LOWA TRAC sticky rubber outsole system that has a particularly pronounced full length DYNEVA high rebound midsole. The slightly curved rocker construction helps to ensure the best possible comfort for a dynamic run.

## USEFUL FEATURES

Pressure points are avoided because the shaft is made of one piece and without unnecessary seams. The upper in combination with REPTX SPORT makes the shoes more durable. A lightweight, seamlessly engineered tongue construction provides a unique combination of comfort and breathability. Padded all around for maximum comfort.

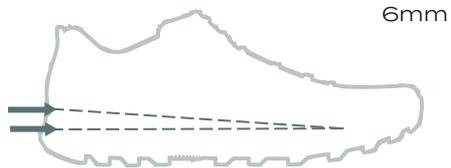
# RUN YOUR TRAIL FURTHER



## ACTIVITY PROFILE

For going extra long distances when you need a shoe which keeps you comfortable all day long.

## HEEL DROP





**ROCKER SHAPED HIGH-REBOUND DYNEVA 53 SHC**



**LOWA TRAC ULTRA STICKY RUBBER OUTSOLE**

# FORTUX RUN YOUR TRAIL FURTHER

LOWA TRAC ULTRA SOLE

LOWER HEIGHT  
LUGS (4mm)

DEEP LUGS (4.5mm)

WEIGHT  
REDUCING  
CUT OUTS

## FORTUX - LOWA TRAC ULTRA OUTSOLE

The bi-directional lugs provide both **targeted acceleration (forefoot)** and **grippy braking (heel)**. The construction provides the necessary stability for long-distance runs.



# THE ATR COLLECTION

**MEN**

**Sizes:**  
7.5 – 12, 13, 14

## CITUX



3106947223 lime/flame

## AMPLUX



3106950332 flame/grey



3106957925 steel blue/flame



3106959903 black/lime

## FORTUX



3106939055 grey/flame



3106937402 petrol/lime



3106939960 black/flame

## WOMEN

Sizes:  
5.5 - 11

### CITUX Ws



3206940300 melon/arctic

### AMPLUX Ws



3206959004 grey/arctic



320699005 grey/mint



3206959962 black/melon

### FORTUX Ws



3206939004 grey/arctic



3206935762 blackberry/melon



3206930900 arctic



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