



# TOTAL FIT™

new balance

[8] of our  
[88] points of fit



Fit Better.

Feel Better.

Be Better.

LOVE/hate. this is the new balance



## 82. COLLAR THICKNESS

An extra level of padding and comfort from New Balance is built into the collar area of the shoe to hug your upper foot and your ankle bone - and provide an extended comfort range.

## 39. FOREFOOT FLEXIBILITY

Extensive research and development of New Balance in association with a high-tech bio-mechanics lab delivers a highly responsive forefoot flexing system - with unique flex grooves for natural foot movement.

## 51. OUTSOLE TEMPLATE

Feet, much like people, come in a variety shapes and sizes. So, New Balance developed sport and foot-specific outsole templates that allow efficient movement for superior performance.

## 68. ARCH LENGTH

In addition to exceptional vertical arch support, New Balance also attends to the horizontal aspects of your arch. You get smooth and efficient foot support throughout the gait cycle - from heel strike, to the midfoot, to toe off.

## 75. MIDSOLE COMPOUND/MATERIAL

New Balance recognizes the value of premium midsole materials. Long-lasting, cushioned compounds provide unsurpassed durability, flexibility, responsiveness and comfort.

## 72. LAST / SHAPE

TOTAL FIT™ means proper fit from heel to toe... around every angle of your foot. That's the New Balance difference.

## 69. SHOE WIDTH

New Balance sized to prevent blisters and irritation by balancing the right amount of space with stability and structure.

## 53. OVERLAYS

Performance is in the details. Using carefully selected materials by New Balance and its solid construction right down to the stitching. Every element works together to prevent pressure point irritation.