

Announcing...

The ~~Evolution~~ **REVOLUTION** in Footwear Suspension

Feel the
BOUNCE!TM



There's
never been
anything like it!



AURA[®]

2008 PRODUCT GUIDE

After 10 years in development and
thousands of miles of testing,
we are proud to introduce the World's
first true footwear suspension system...

DSS

Dynamic Suspension System™

Put them on...

Feel the

BOUNCE.™





AURA®

 AURA

The *REVOLUTION*
in
Footwear Suspension.

About *DSS*

DSS is a fully independent suspension system which is specifically engineered to accommodate each runner's body weight and running characteristics.

This assures uniform cushioning and responsiveness for every size runner. Also, since each spring within the system operates independently from the others, DSS provides superior lateral stability, more uniform displacement of impact forces and superior transition throughout each portion of the stride, all leading to an unsurpassed ride.

Other benefits include:

- Enhanced performance via measurable energy return capabilities
- Unparalleled cushioning and comfort
- Injury reduction via unsurpassed shock displacement

21st CENTURY TECHNOLOGY!

POLYURETHANE SPRING COLUMNS

Automotive grade polyurethane columns have a high tensile strength, which make them strong enough to maintain the stability of the system, but resilient enough not to restrict the spring from cycling properly (compressing and returning energy).

On motion control models, pronation control is effectively provided by way of specifically engineered medial spring columns.

TOP / BOTTOM TPU PLATES

Thermoplastic Urethane plates house the components of the DYNAMIC SUSPENSION SYSTEM and provide strength, flexibility and durability.

DYNASORB™

Placed at the initial point of heel strike, the Dynasorb insert provides exceptional shock absorbing capabilities and a very smooth heel strike transition.

After heel strike, the DSS springs not only continue to absorb shock, but also provide energy return capabilities designed to enhance performance.

POLYURETHANE RETAINER INSERTS

Durable polyurethane bushings which stabilize the springs, provide additional cushioning, and reduce friction between the springs and TPU plates.

AIR SYS™

AIR SYS is our exclusive Air Induction and Return System that provides a unique means for cooling the inside of the shoe from the bottom up.



AURA® featuring **DSS**



PRECISION ENGINEERED COMPRESSION SPRINGS

DSS springs are specifically engineered to work within each size range of shoes, providing optimal cushioning and energy return properties. The springs are made of stainless steel and are peened and pre-set, which improve the fatigue life and functionality of the finished spring.

The springs are then plated in a two-part process, providing durability and rust prevention. All springs are ISO 9001 Certified.



CMEVA

Compression molded EVA is a lightweight, low-density mid-sole material that provides exceptional forefoot flexibility, cushioning and responsiveness.

The unique attributes of **DSS** are covered under three United States Patents.

Dyn-EVA™

Dyn-EVA is a specially formulated EVA that provides a higher level of durability and responsiveness over traditional EVA mid-sole materials.

STABILITRAC™

Positioned under the arch, STABILITRAC controls torsion and flexion, increasing balance, stability and power and providing exceptional heel-toe transition.

DURAdyn™

A carbon rubber outsole which provides the perfect blend of added cushioning and unmatched durability. (Available on select models)

What makes **AURA DSS** better than oth

The answer is in the springs. Traditional athletic shoe mid-soles consist of airbags, gels, and columns in order to give off a “spring like” appearance). However, none of these materials work for the following reasons:



AURA spring systems are engineered specifically for each size range simply by changing the spring height. It is as easily modified so as to allow a proper balance of cushioning, stability and energy return.



Traditional mid-sole materials break down (wear out) quicker than a compressed spring.



DSS springs require no break in period, and will provide more uniform performance over time.



The rate of return of traditional mid-soles is dramatically slower than that of a compressed spring. Tests show that with DSS, up to 90% of impact energy is returned.



DSS springs provide unmatched cushioning and shock displacement. Because of the way they work, there is no shoe that provides a higher level of cushioning.

There are over 11,583,000* serious runners in the United States. And we make the perfect shoe for each and every one of them.

Aura makes it easy to pick the shoe that's just right for you.

Shoe Size				Runner Type	
Men	6 – 6.5	7 – 9.5	10 – 13	Neutral	Over
Women	5 – 8	8.5 – 11	12 – 13		Pronator
Weight	110 or less	140 or less	170 or less	Embu	Fleet
	111 – 140	141 – 170	171 – 200	Swift	
	141 or more	171 or more	201 or more	Gazelle	

*Runners that ran at least 100 days in 2005. Source: American Sports Data 2005 Super study of Sports Participation, Volume 1

er performance footwear technologies?

gel inserts or more commonly, polyurethane foams (some shaped materials function quite as well as genuine DSS springs for the

changing the spring rates within each system. No other material and energy return based on the wearers estimated weight range.

on spring, causing their performance to degrade noticeably over time.

ance characteristics for a substantially longer period.

ompression spring, eliminating the ability of the shoe to provide a meaningful level energy is returned to the runner.

of these capabilities, enormous stress is taken off the muscles, joints and ligaments of protection to the human body.



Customize your Ride™

Unlike traditional "one size fits all" mid-sole constructions, The Aura Dynamic Suspension System™ – DSS – mid-sole units are specifically engineered based on the runner's weight and running characteristics. This is possible since the DSS System is not limited by the inherent functional limitations of foam, gels, or air bags.

While polyurethanes, gels, air-bags and foam may be tuned to provide a softer ride - primarily for lighter weight runners – doing so not only reduces stability, but cause them to break down faster. The mid-sole wear-out factor is even greater among heavier runners where impact forces are multiplied dramatically, greatly diminishing the cushioning, comfort and responsiveness of the shoe.

If these materials are tuned to provide a firmer ride for the heavier runner, the comfort and cushioning effect would be diminished.

The solution is the DSS spring system. Each steel coiled spring is independent, strong, durable, and versatile. Similar springs have been tested 1,000,000 cycles (that's almost 1000 miles of running) with minimum reduction of function. More importantly, a coil spring can be designed to provide uniform levels of cushioning and responsiveness for a broader load (weight) range than any other material, providing everyone with a "custom" ride.

Neutral shoe for lighter runners.

Our most breathable and flexible mesh upper with no overlays. Great fit and additional support provided by a TPU web. A full forefoot *dyn-EVA™* insert and DSS unit are optimized to provide smaller, bio-mechanically efficient runners with the highest level of cushioning and responsiveness available in a running shoe.



Outsole:

- Blown rubber forefoot for added cushioning

Midsole:

- Heel DSS unit with Level I *DYNASORB™* heel-strike column and 5 equal-resistance Level I springs
- *STABILITAC™* foot guidance system
- Low density *CMEVA* midsole with full forefoot *dyn-EVA™* for enhanced cushioning
- *AIRSYS™* ventilation system



Men's
RM1001



Women's
RW1001

Men's
RM1001
White / Gray / True Red
Sizes: 8 – 11, 12, 13

Women's
RW1001
White / Stratosphere / Skipper Blue
Sizes: 6 – 9, 10, 11

FLEET ELITE MC Level II DSS w/ Motion Control

Motion Control shoe for average size runners.

Lightweight and breathable mesh upper incorporating strategically positioned overlays for a supportive fit. Unlike most shoes in the Motion Control category, which generally sacrifice cushioning for support, our exclusive DSS technology provides the highest degree of cushioning and responsiveness without compromising stability. Our full forefoot *dyn*-EVA™ mid-sole insert provides additional comfort and responsiveness.



Outsole:

- Blown rubber forefoot for added cushioning
- DURAdyn™ rubber heel pods for added durability

Midsole:

- Heel DSS unit with Level II *DYNASORB*™ heel-strike column, (3) Level II lateral coil springs and (2) Level III medial springs
- STABILITAC™ foot guidance system
- CMEVA midsole with a high-density medial EVA insert
- AIRSYS™ ventilation system



Men's
RM4001



Women's
RW4001

Men's
RM4001
White / Black / Silver / Lime Punch
Sizes: 8 – 11, 12, 13

Women's
RW4001
White / Gray / Stratosphere
Sizes: 6 – 9, 10, 11

GAZELLE PRO S

Level III DSS

Stability shoe for heavier runners.

Open weave mesh and strategically placed overlays provide a perfect blend of ventilation and flexibility. The specifically tuned midsole and DSS unit provide heavier runners with unmatched support and stability, without sacrificing cushioning and responsiveness.



Outsole:

- Full length DURAdyn™ rubber outsole

Midsole:

- Heel DSS unit with Level III DYNASORB™ heel-strike column and (5) equal resistance Level III coil springs
- STABILITAC™ foot guidance system
- CMEVA midsole with internal dyn-EVA™ pad for enhanced cushioning



Men's
RM3001



Women's
RW3001

Men's
RM3001
Silver / Silver / True Red
Sizes: 8 – 11, 12, 13

Women's
RW3001
Silver / Silver / Lemon Chrome
Sizes: 6 – 9, 10, 11

SWIFT PRO

Level II DSS

Neutral shoe for average size runners.

The Swift features open weave mesh and strategically placed overlays for exceptional ventilation and flexibility. The mid-sole and DSS unit are designed to provide unsurpassed cushioning and responsiveness for the average sized, biomechanically efficient runner.



Outsole:

- Blown rubber forefoot for added cushioning
- DURAdyn™ rubber heel pods for added durability

Midsole:

- Heel DSS unit with Level II DYNASORB™ heel-strike column and (5) equal-resistance Level II coil springs
- STABILITAC™ foot guidance system
- CMEVA midsole with internal dyn-EVA™ pad for enhanced cushioning



Men's
RM2001



Women's
RW2001

Men's
RM2001
White / Midnight / Silver
Sizes: 8 – 11, 12, 13

Women's
RW2001
White / Turquoise / Silver
Sizes: 6 – 9, 10, 11



AURA®

W W W . A U R A R U N N I N G . C O M

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