



GENDER ENGINEERING.™ NOW FOR RUNNING SHOES.



Gender Engineering technology was created to address the fundamental differences in the running styles of men and women. The result is optimized fit and performance. The kind of performance that also recently earned our Wave Rider 12 the prestigious *Runner's World* Editor's Choice Award.

MALE RUNNERS

Men are generally heavier and create greater impact. So we added a wider, slightly flared sole to provide a more stable and secure run.

FEMALE RUNNERS

Women generally have a wider pelvis, less muscle mass and softer connective tissue. So we increased the flex lines for a smoother transition and enhanced the heel radius.



Wider Sole and Increased Landing Area



Enhanced Heel Radius



NEVER SETTLE™