

Cushioned landing, barefoot takeoff.

A few tips to experience the perfect run with On

Dear test pilot

You were born to run barefoot, just not on hard surfaces. That's why we at On have re-invented the running shoe to put you one step ahead of evolution. Thirteen clever rubber pieces cushion your landing, and disappear for a natural run and a powerful push-off. We call them "clouds". Let me share key benefits that can be explored when running the On and a few tips on how to approach your first run.

Explore the On:

Land soft, push-off hard.

Enjoy a new running sensation with the first adaptive outsole that only cushions during the landing, then becomes firm for a powerful push-off - run on clouds.

Activate your power.

On activates your muscles and enables you to stabilize your foot strike without artificial support - you are back in control.

Nature improved.

Move freely as if barefoot, but protected from the shocks of the road - one step ahead of evolution.

How to approach your first run:

Speed:

Vary your speed, walk, jog, sprint. While walking and jogging, the soft, cushioned landing will be the main sensation. Pick up speed to feel the natural ride and powerful push-off the On provides. Cushioned landing, barefoot takeoff.

Individual stride:

The On works for all types of foot strikes: heel strikers, mid- and forefoot-runners. Experience how its natural roll and the low heel-toe ratio (measure compressed On outsole) of the On drives you forward and provokes an active running motion.

Terrain:

Go and explore various terrains. Enjoy the On's full functional capability on the road. Don't run the On just on a treadmill. Whether going smooth and flat, tracking rugged terrain or running up and down, there are no limits to challenge the On. Downhill, the On provides a short glide (the "clouds" collapse) to off-set impact, then becomes fully firm for strong grip.



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