## Back & Front Cover (Folds In Center)

**2011/ 2012
PRINT MEDIA**

**2011/ 2012
EVENT MARKETING SUPPORT**

• Avia Wildflower Triathlons
• REV 3 Series
• XTERRA Race Series
• Avia Vineman Events
• The Texas Tri Series
• Athletes For A Cure Triathlon
• San Diego Tri Series
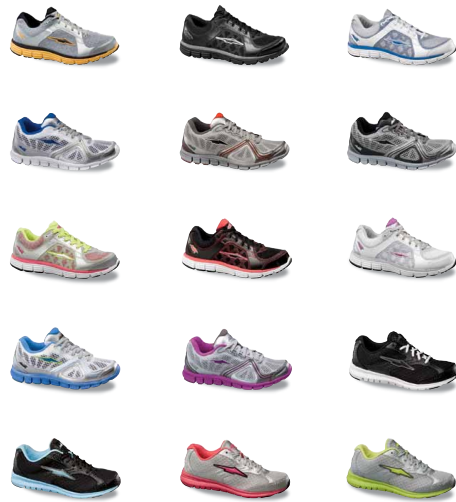• And other prominent regional events

**VISUAL MERCHANDISING**

slat wall display

Custom in-store support available. Please coordinate
with your local Avia Sales Representative.

For more information
contact your Avia Sales Representative
800.848.8698 Avia.com

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# *AVI-RELEASE* / 2011



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## Inside Spread

# *AVI-RELEASE*
## COLLECTION BY AVIA

AVI-RELEASE is an Ultra-Light collection of Running Shoes, all weighing in under 9 oz. AVI-RELEASE'S heel to forefoot rakes offer balanced amounts of heel shock absorption and a more neutral foot stance. These features work in unison with AVI-RELEASE'S "Shear Flex" Midsole engineering, to mimic the natural aspects of bare feet interacting with the ground.

**DUAL FOAM FLEX (DFX+)**
A5952 M/W

Heel height = 20mm
Forefoot height = 10.5mm
Rake = 9.5mm

SYX          BV

WDS

Men's weight = 9 oz (255 g)

SKP          BP

SHU

Women's weight = 8.4 oz (238 g)

**AVI-RELEASE FLEX**
A1516 M/W

Heel height = 19mm
Forefoot height = 10mm
Rake = 9mm

WVD          VSR

SXV

Men's weight = 6.7 oz (190.5 g)

WSM          VSU

Women's weight = 5.7 oz (163.2 g)

**AVI-RELEASE ZERO**
A5305 M/W

Heel height = 19mm
Forefoot height = 9mm
Rake = 10mm

BL           SP

SK           BH

Women's weight = 7 oz (199.5 g)

**Men's A5305 Coming Soon**

Men's weight (Estimated, Sample not complete)
= 7.7 oz (190.5 g)

**NOTES**

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