



HUMAN PERFORMANCE FIT LAB IMPACT REPORT

FALL 2026



VISION

INSPIRING AND ENABLING PEAK PERFORMANCE.

VALUES

WE ARE PIONEERS.

Continuously redefining the limits of human performance.

ACROSS INDUSTRIES. ACROSS THE WORLD.

We are an inclusive global team that trusts and cares for each other, our partners, the community, and the environment.

TRANSPARENT. SUSTAINABLE. CONNECTED.

We operate with excellence and purpose in everything we do.

DISRUPTIVE. INNOVATIVE. HIGH QUALITY.

We create disruptive, high-quality, sustainable products and solutions that transform fit and performance.

MAKING THE BEST GEAR EVEN BETTER.

We are deeply committed to our brand partners, collaborating to imagine and develop high-performance fit solutions. Together, we make the best gear even better.

FOCUSED. CONFIDENT. FEARLESS.

We inspire you to get "Dialed In"—focused, confident, and fearless to go further.

BOA®

DIALED IN.
PRECISION FIT.

REDEFINING THE LIMITS OF HUMAN PERFORMANCE

BOA® is fortunate to be celebrating its 25th anniversary this year, having “dialed in” almost 300 million consumers with the BOA® Fit System since 2001. During our first 15 years, our focus was delivering a superior fit and user experience relative to other fit and closure systems, backed by a lifetime durability guarantee.

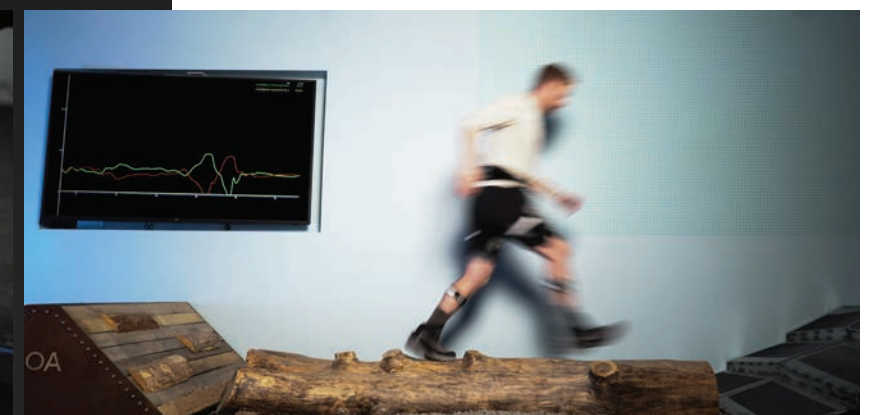
In 2018, we set our sights even higher, thinking beyond our system to the entire end-consumer product and how BOA® could be integrated into advanced configurations that deliver a proven performance advantage for elite athletes and workers around the world. This evolution helped establish BOA® as a high-performance fit system across snowsports, cycling, outdoor, athletic, and workwear.

Central to this evolution was the creation of our **Human Performance Fit Lab (HPFL)**, now a cornerstone of the company. Over the last eight years, the HPFL has accumulated more than 17 billion unique data points, conducted more than 1,871 athlete and worker tests, published six peer-reviewed white papers, and supported more than 645 new end-product solutions with our brand partners. The results show improvements in athlete and worker speed, power transfer, energy efficiency, stability, and control in fundamental body movements that cut across our industries.

Through this work, we have scientifically demonstrated that BOA® delivers superior fit and meaningful performance advantages across our industries and product types.

This inaugural HPFL Impact Report outlines the journey and the performance advantages we have demonstrated. I am incredibly proud of and grateful for the dedicated work of the BOA® team and our outstanding brand partners, who continue to redefine the limits of human performance.

Shawn Neville
CEO, BOA® Technology



PROVEN PERFORMANCE ACROSS INDUSTRIES.



Compared to
industry standards

ALPINE SKI



Up to 0.45 seconds faster times on expert race courses with improved edge control.

UP TO
6%

IMPROVED
POWER
TRANSFER

UP TO
10%

IMPROVED
STABILITY
& CONTROL

SNOWBOARD



Up to 9% quicker edge-to-edge transitions for improved stability and control on extreme big mountain terrain.

UP TO
4.5%

IMPROVED
POWER
TRANSFER

UP TO
9%

IMPROVED
STABILITY
& CONTROL

CYCLING



Up to a 22-watt power advantage when attacking, while maintaining greater stability across technical terrain.

UP TO
3%

IMPROVED
POWER
TRANSFER

UP TO
1.5%

IMPROVED
ENERGY
EFFICIENCY

HELMETS



Up to 6% improved hold, delivering superior fit with less pressure points.

UP TO
40%

FINER DIAL
ADJUSTMENT
RESOLUTION

TRAIL RUN



Up to 15 minutes faster in a 100-mile race, with greater control and more energy.

UP TO
1.5%

IMPROVED
ENERGY
EFFICIENCY

UP TO
7%

IMPROVED
STABILITY
& CONTROL

MOUNTAINEERING



Up to 3 minutes saved per 1000 meters of vertical distance, while exploring the most extreme peaks with confidence.

UP TO
1.5%

IMPROVED
ENERGY
EFFICIENCY

UP TO
7%

IMPROVED
STABILITY
& CONTROL

ATHLETIC - COURT



Up to 6% faster speed across the court with improved power and accuracy.

UP TO
9%

IMPROVED
POWER
TRANSFER

UP TO
7%

IMPROVED
STABILITY
& CONTROL

WORKWEAR



Up to 9% improved energy efficiency with greater stability and control throughout the workday.

UP TO
9%

IMPROVED
ENERGY
EFFICIENCY

UP TO
7%

IMPROVED
STABILITY
& CONTROL

SEGMENT DEEP DIVE **ALPINE SKI**

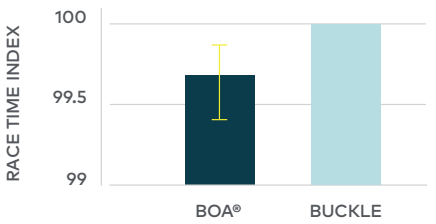
WITH DUAL DIAL BOA, YOU GET BETTER HEEL HOLD, IMPROVED CONTROL, AND ENHANCED OVERALL PERFORMANCE.

BENNI RAICH
BOA® Test Athlete &
Former Professional Alpine Ski Racer
World Cup Champion and Olympic Medalist



MORE SPEED. MORE POWER. LESS PAIN.

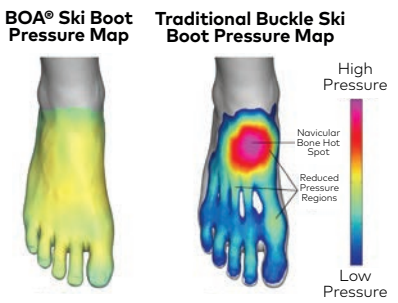
In 2023, the HPFL published the first peer-reviewed study on the role of ski boot design on performance. Across 22 expert skiers, BOA®-powered boots generated significantly greater rates of force production and peak forces on both downhill and uphill skis. Since then, more than 200 runs with European Cup and World Cup racers have tested BOA®-powered boots in the toughest conditions.



UP TO
0.45s

FASTER ON ELITE RACE COURSES

Engineered for ski racers, the BOA® Fit System delivers a micro-adjustable, multi-directional, zonal precision fit that wraps the lower leg and foot evenly—helping reduce peak pressure across the top of the foot while locking in the heel to improve speed, power transfer, stability, and control.



UP TO
14%

REDUCTION IN PEAK PRESSURE ON TOP OF THE FOOT

PERFORMANCE BENEFITS

BOA® ensures skiers benefit from a superior fit and proven performance advantages.

UP TO
1%

INCREASED SPEED

UP TO
6%

IMPROVED POWER TRANSFER

UP TO
10%

IMPROVED STABILITY & CONTROL



SEGMENT DEEP DIVE **SNOWBOARD**

**THE BOA FIT SYSTEM
GUARANTEES MY BOOTS
ARE DIALED FOR ANY
SORT OF RIDING. FROM
HITTING 60-FOOT JUMPS
IN THE PARK TO BIG DAYS
FREE RIDING IN THE
BACKCOUNTRY. ONCE I AM
DIALED IN, I'M GOOD TO GO.**

ZOI SADOWSKI-SYNNOTT
BOA® Athlete
Professional Snowboarder
Most decorated snowboarder
in Olympic history



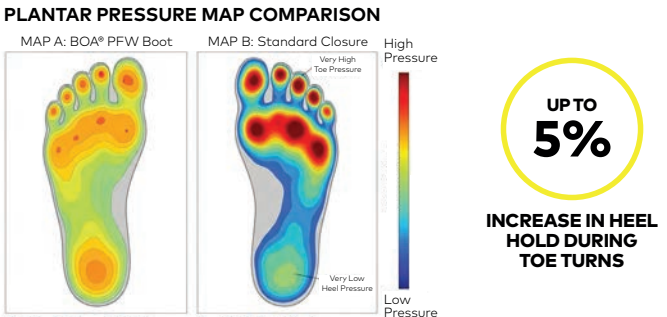
TURN WITH POWER. RIDE WITH PRECISION.

In 2021, the HPFL published its first study to link boot fit, biomechanics, and carving performance in snowboarding. Over the next four years, BOA® used this data to reimagine snowboard boots and, in 2025, demonstrated that the BOA® PerformFit™ Wrap (PFW) solution produced a greater rate of force development and greater force under the toes during toe turns. This data-driven design delivers the optimal combination of speed, power, and control all over the mountain.

Athletes in BOA-powered product from Burton, Salomon, K2, and Yonex brought home 11 medals from the 2026 Milano Cortina Games.

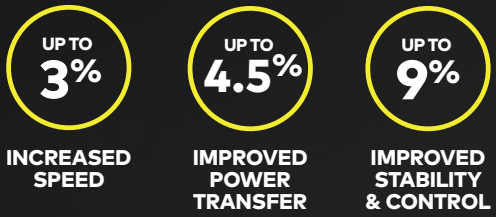


BOA® PerformFit™ Wrap distributes pressure more evenly across the top of the foot—allowing riders to lock their heel without pressure points. This heel lock without pressure enables better carving and edge-to-edge power transfer.



PERFORMANCE BENEFITS

BOA® PerformFit™ Wrap boots help riders maintain a stronger connection to their equipment, enabling more effective force transfer with edge-to-edge control. This improved edge control helps reduce sliding and friction, supporting greater speed and confidence across all terrain.



POWER TRANSFER



STABILITY & CONTROL



SEGMENT DEEP DIVE **NORDIC**

NORDIC SKIING DEMANDS BOTH POWERFUL PUSH-OFF AND LATERAL CONTROL. BOA APPLIES LEARNINGS FROM SPORTS LIKE TRAIL RUNNING AND ALPINE SKIING TO DELIVER THE OPTIMAL COMBINATION OF PERFORMANCE BENEFITS FOR NORDIC ATHLETES.

DAN FEENEY PH.D.
VP of Partner Product Innovation
and Development, BOA® Technology



STRONGER HOLD. GREATER CONTROL.

Snowsports are BOA®'s heritage, and Nordic is one of its newest segments—pioneering the application of BOA® to a discipline where every gram, every second, and every degree of motion matters. Performance has been validated at the highest level of competition, supported by initial pilot testing with World Cup, European Cup, and NCAA Division I All-American athletes. Proven benefits in energy efficiency and stability & control across snow and outdoor industries provide confidence in BOA®'s direction in Nordic.

Athletes in BOA®-powered product from Atomic, Fischer, Madshus, Salomon, and Rossignol brought home 92 medals from the 2026 Milano Cortina Games.



GOLD



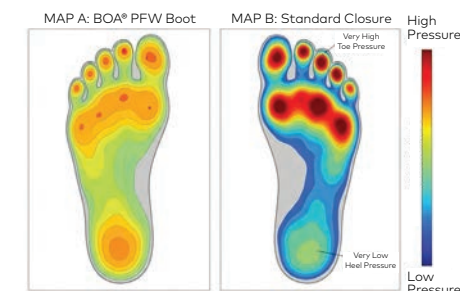
SILVER



BRONZE

Pilot testing on roller skis with World Cup, European Cup and NCAA Division I All-American level athletes shows BOA® PerformFit™ Wrap delivers a stronger heel hold than the same boot with laces. A more secure heel keeps the foot connected to the boot through every kick and glide—translating effort directly into propulsion, delivering greater energy efficiency.

PLANTAR PRESSURE MAP COMPARISON



**UP TO
2%**

**STRONGER HEEL
HOLD VS. THE SAME
BOOT WITH LACES**

PERFORMANCE BENEFITS

In Nordic, every stride matters. BOA® delivers a dialed in, precision fit designed to support performance with every movement.



**IMPROVED
STABILITY
& CONTROL**



**DIALED IN.
PRECISION FIT.**



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