

NEW ROCK 'N' ROLL

These boots are made for ... stylin'

AS THE RIDING GEAR MARKET IS FLOODED WITH countless offerings, it's easy to lose track of superior items amidst the rest of the herd. This is especially true when it comes to footwear, where everything looks the same despite wide variations in quality. That's why I was excited to stumble across one of the best-kept secrets in the boot business: New Rock.

In music circles, New Rock boots and shoes have been a fashion staple for quite awhile, but for the two-wheel crowd NR kickers are still catching on. Trust me on this one, once you pick up a pair of NRs you'll be married to the brand.

Expertly crafted in Spain from the finest materials, NRs epitomize style, functionality, and comfort. Take a peek at my Model 7603s ... are these the coolest boots, or what? The mid-calf height is perfect for keeping my lower extremities protected, and the boots are secured by a Velcro/leather strap fastening system. The shaft is split down the back for easy on/off access, so no more hopping around trying to get your foot unwedged from an uncooperative boot. And comfortable? My 7603s are fully lined and padded, allowing me to wear 'em all day



without a trace of foot fatigue.

If you like the look of my 7603s, know that the build is even better. From the chunky soles to the heavy-duty stitching, these boots are made to last, maybe not forever but darn close. As a matter of fact, my NRs are possibly the best boots I've ever owned. If you don't want to be as radical as AIM's fiery associate editor, then you can opt for the flameless Model 7604s. Both models are priced at \$223 and can be ordered directly from the New Rock store in Las Vegas. And the best part about NRs is the wide assortment of available styles, including engineer, harness, and laceup. But be careful, fellows. Once the womenfolk get a peek at New Rock's offerings for themselves, it's game over. You have been officially warned. **AIM**

SOURCES

New Rock

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