

A group of runners in Joma athletic wear running in a tunnel at night. The runners are wearing various styles of Joma running gear, including long-sleeved shirts, shorts, and running shoes. The scene is lit with dramatic, low-key lighting, creating a sense of motion and energy. The Joma logo is prominently displayed in the center of the image.

 **Joma**
RUNNING

Spring/Summer 2026



HISTORY

The turning point in the company's growth was marked by the introduction of color in football. Fructuoso López launched the first colored boots in the nineties. They stopped being black to be dyed in other colors and forever revolutionize the playing field.

“IN 1965 I FOUNDED JOMA WITH THE COMMITMENT TO DEVOTE ALL MY EFFORT, TIME, AND LOVE TO THE COMPANY. 60 YEARS LATER, THAT IS EXACTLY WHAT WE DO.”

D. FRUCTUOSO LÓPEZ



1965

Joma was born in 1965, founded by a young entrepreneur from Portillo de Toledo. In 1969, the first assembly line was established in Fuensalida with 20 employees.



1983

Joma faces the challenge of globalization. Attends the ISPO in Munich for the first time, the most important European fair in the sports sector.



1996

Joma launches in 1996 the famous campaign “COLOR IN FOOTBALL”. Revolutionizes the global market for football boots. Alfonso wears white boots, Morientes surprises with red ones.



2000

Joma's product distribution expands to more than 120 countries. This makes it the leading Spanish sports brand and enters the top 10 worldwide. It also begins the opening of its own stores and corners.



2016

Joma enters the Rio 2016 Olympics dressing 10% of the athletes, including 18 federations, the COE, and 8 other committees. It already has 10 subsidiaries in Spain, Italy, the United States, the United Kingdom, Germany, Mexico, Norway, Denmark, China, and Russia, with an annual growth of 20%. This same year, it reaches 4 million references between footwear and textiles.



2017

Joma implements new robotic machinery in its international logistics warehouse with the aim of streamlining work, from product storage to package preparation for shipment worldwide. It manages to deliver 87% of sales ahead of schedule, reducing the margin of error to 1%.



2020

Joma researches and develops to ensure that all its technologies are proprietary, constantly innovating to enhance performance and durability. Quality is its essence and the foundation of every product.



2021

At the Tokyo 2020 Olympic Games, Joma outfits more than 1,500 athletes from 12 countries, including Spain, Portugal, Morocco, Jordan, Kazakhstan, Honduras, Malta, and Mauritius.



SCAN ME



TO KNOW MORE



2025

The brand undergoes a new international expansion and expands its sales to over 140 countries thanks to its strategy to enhance brand image and its growing investment in R&D.

During the Paris 2024 Olympic Games, it sets a record for presence by outfitting 15% of athletes and becomes the Spanish brand with the highest representation in the world.

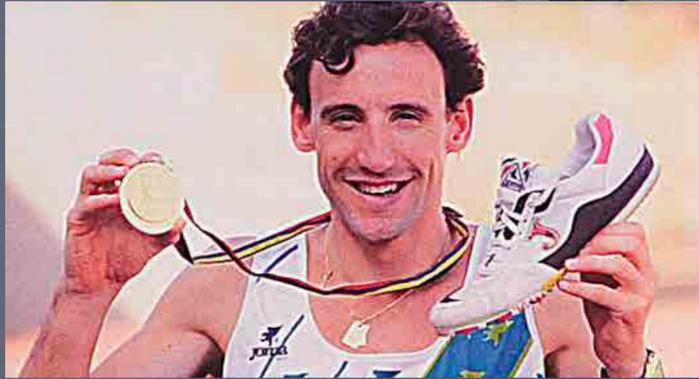


2023

The largest store expansion in its history. The Brand Store concept drives a strong national and international presence, with renewed interior design and optimized spaces.

HISTORY

Joma Running



Fermin Cacho wins the **Olympic gold** in the 1500m final in Barcelona 1992 wearing Joma shoes.



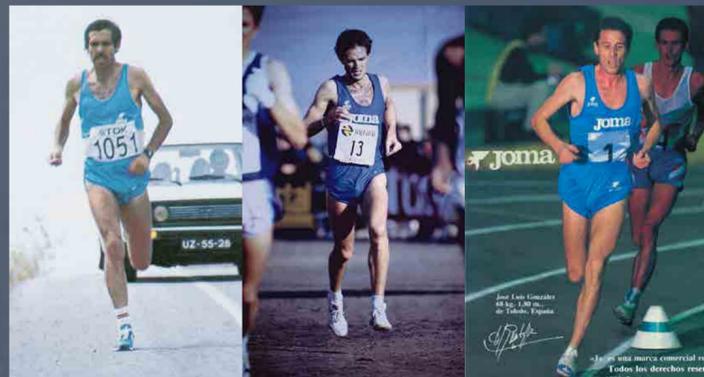
More than 10 Joma athletes at the **Budapest World Championships** in racewalking events, with extensive use of the R-4000 and R-5000. **Hicham Sigueni** achieves a time of **2:10:37** in the Valencia Marathon with a prototype of the R-1000.

Joma launches the **Joma Elite Running Team**, bringing together top-level athletes united by one goal: pushing their limits with innovation-driven gear. At the same time, Joma announces the **RS-9000**, an ultralight running shoe engineered to deliver maximum speed with precision and stability.



1980-1990

First Joma running shoes worn by runners like **Antonio Serrano**, **José Luis González**, and **Ricardo Ortega**.



Joma una marca comercial reg. Todos los derechos reservados. 1990 Joma.

1992

2014

Launch of the first competition shoe, the **R-4000**.

2021

Launch of the **R-5000**. Joma returns to the Tokyo 2020 Olympics with the presence of **Jesús Ángel García Bragado**. Joma is present in the **Diamond League** in Brussels with the **R-5000** shoe in the one-hour race.

2022

Joma renews the **R-4000** and launches the **R-2000**, one of its most successful shoes, which later wins the award for the **rookie shoe of the year by RUNNEA** magazine.



2023

2024

Joma renews its **R Line**, with the launch of the new R-5000, R-3000, and R-1000.

Joma returns to the **Paris 2024 Olympics** in the racewalking event.

2025





SPONSOR

Joma Running



CARLA ARCE | JUAN ANTONIO 'CHIKI' PÉREZ | MARÍA JOSÉ PÉREZ | IKRAM RHARSALLA | HUGO DE MIGUEL | NARA ELIPE | DIEGO JIMÉNEZ | MARÍA LUZ TESURI



HICHAM SIGUENI | MEHDI EL NABAOU | CALLUM MORGAN | WEYNAY GHEBRESILASIE | OLIVER LÖFQVIST | PETER ĐUREC | ANETA KONIECZEK | LEA HALER



MOGES DARGIE | YIHUN FANTAHUN | MERCY KIBOR | THEO KIPSANG | DORINE JEPCHIRCHIR | REUBEN MOSIN MOSIP | LOUNES BENAMARA | ALONDRA NEGRÓN

JOMA YOUNG TALENTS



RODRIGO FITO



PEDRO VICIOSA
SAMUEL KUMA
LÁZARO CARREÑO
KHADIJA BOUZID
MARÍA BARBERO
IKER VELASCO



LARA COSTA
BEATRIZ RIOS
NUNO ALBERTO
RUBEN PIRES
ANDRE BARBOSA
BEATRIZ MACEIRA FERNÁNDEZ



KURT LAUER
NELE HEYMANN



ANTIA CHAMOSA | ALBERTO AMEZCUA | RAQUEL GONZÁLEZ | MIGUEL ÁNGEL LÓPEZ



MANUEL BERMUDEZ | JÚLIA SUÁREZ | JOSÉ MANUEL PÉREZ RUBIO | PAULA JUÁREZ | PABLO RODRÍGUEZ



DANIEL MORILLA | SOFÍA SANTACREU | ANA DELAHAIE | PAULINE STEY | CAMILLE MOUTARD



ADAM ZAJÍČEK



ANDREA COSI



JOHANA ORDOÑEZ



NOELIA VARGAS



SPONSOR

Joma Running



MADRID



SAN SEBASTIAN



IBIZA



LAREDO



ROME



FIRENZE



VENICE



PARIS



PORTO



CAPE TOWN



SOWETO



SPAIN



ITALY



CZECH REPUBLIC



SERBIA



SLOVENIA



WELSH



ROMANIA



SCOTLAND



MACEDONIA



ALBANIA



MOLDOVA



CROATIA



AZERBAIJAN



MEXICO



TUNISIA



ARMENIA



MOROCCO



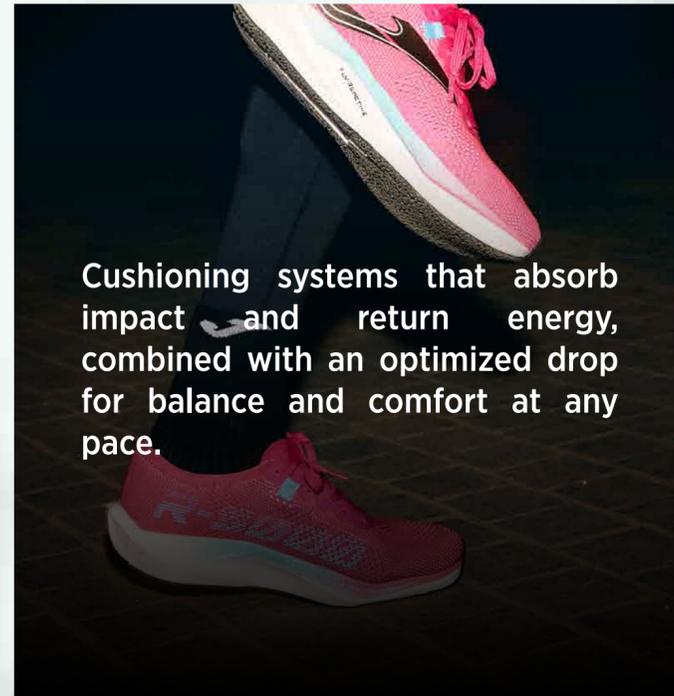
RUNNING FOOTWEAR

Competition Range

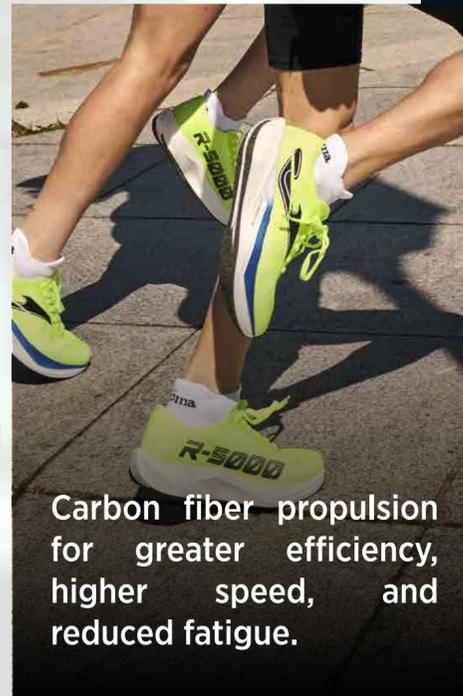


TECHNOLOGY

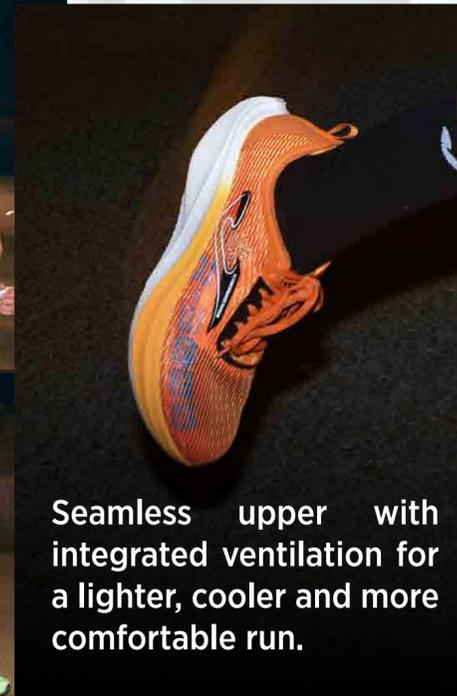
Tested by professionals



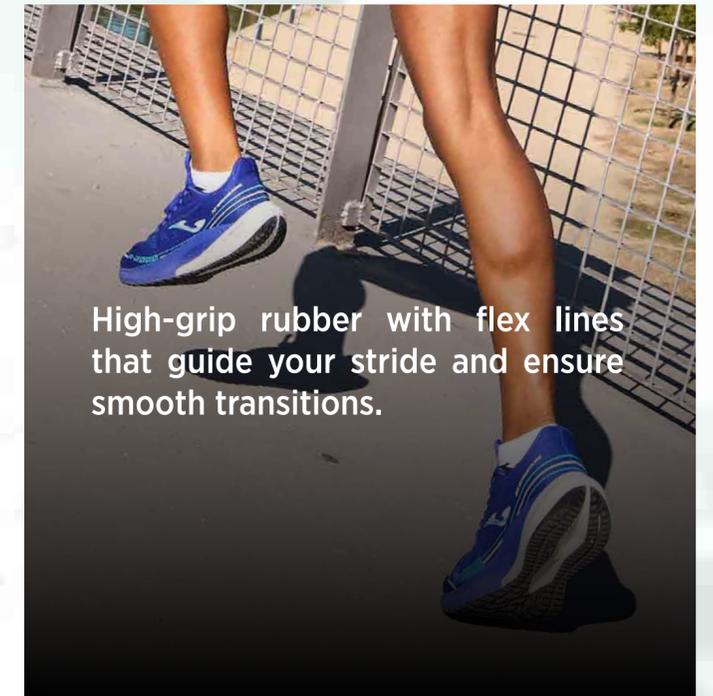
Cushioning systems that absorb impact and return energy, combined with an optimized drop for balance and comfort at any pace.



Carbon fiber propulsion for greater efficiency, higher speed, and reduced fatigue.



Seamless upper with integrated ventilation for a lighter, cooler and more comfortable run.



High-grip rubber with flex lines that guide your stride and ensure smooth transitions.

SCAN ME



TO LEARN MORE

Joma's running footwear is engineered for performance at every level. Developed in the Joma Lab and tested by elite athletes, each model integrates advanced technologies designed to boost energy return, improve stability, and enhance comfort over any distance. Because when every stride matters, innovation makes the difference.

 **Joma Lab**



COMPARATIVE CHART

Running Footwear

R-4000



R-2000



R-6000



R-5000



R-3000



R-1000



CUSHIONING /

Flying

SUPPORT /

Neutral

USE /

Intervals -

Competition

DROP /

6mm

WEIGHT /

177g

CUSHIONING /

Balanced

SUPPORT /

Light

USE /

Daily training -

Competition

DROP /

10mm

WEIGHT /

245g

CUSHIONING /

Maximum

SUPPORT /

Neutral

USE /

Long workouts -

Recovery

DROP /

8mm

WEIGHT /

262g

CUSHIONING /

Balanced

SUPPORT /

Neutral

USE /

Competition

(5Km - 10 Km)

DROP /

6mm

WEIGHT /

247g

CUSHIONING /

Flying

SUPPORT /

Neutral

USE /

Competition

(10Km - 21 Km)

DROP /

6mm

WEIGHT /

260g

CUSHIONING /

Maximum

SUPPORT /

Neutral

USE /

Competition

(21Km -42 Km)

DROP /

7mm

WEIGHT /

250g



R-1000

Theo Kipsang / R-1000

01:01:33 Half-Marathon Personal Best

Cushioning / Maximum
Support / Neutral

Use / Tempo Run - Competition

Drop / 7mm

Weight / 250g

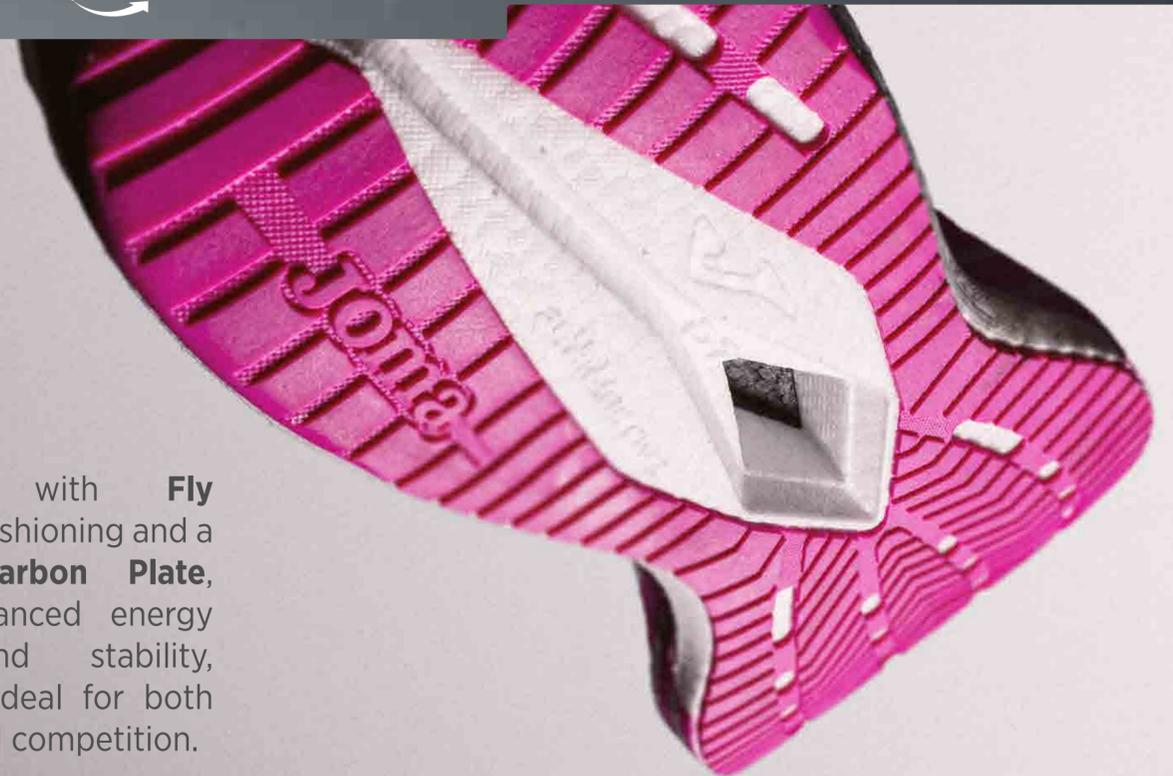


High-performance design for runners seeking versatility. The R-1000 combines lightweight construction with targeted support to deliver comfort, breathability, and consistency on every run.

CARBONPLATE



FLY:REACTIVE



Equipped with **Fly Reactive** cushioning and a flexible **Carbon Plate**, offers enhanced energy return and stability, making it ideal for both training and competition.

R-1000

Color Range



RR100S2601



RR100S2611



RR100S2613

LIFT OFF WITH EVERY STEP



R-2000

Carla Arce / R-2000

34:09 Valencia 10K Road Race (2025)

Cushioning / Balanced
Support / Lightweight

Use / Daily training - Competition

Drop / 10mm

Weight / 245g



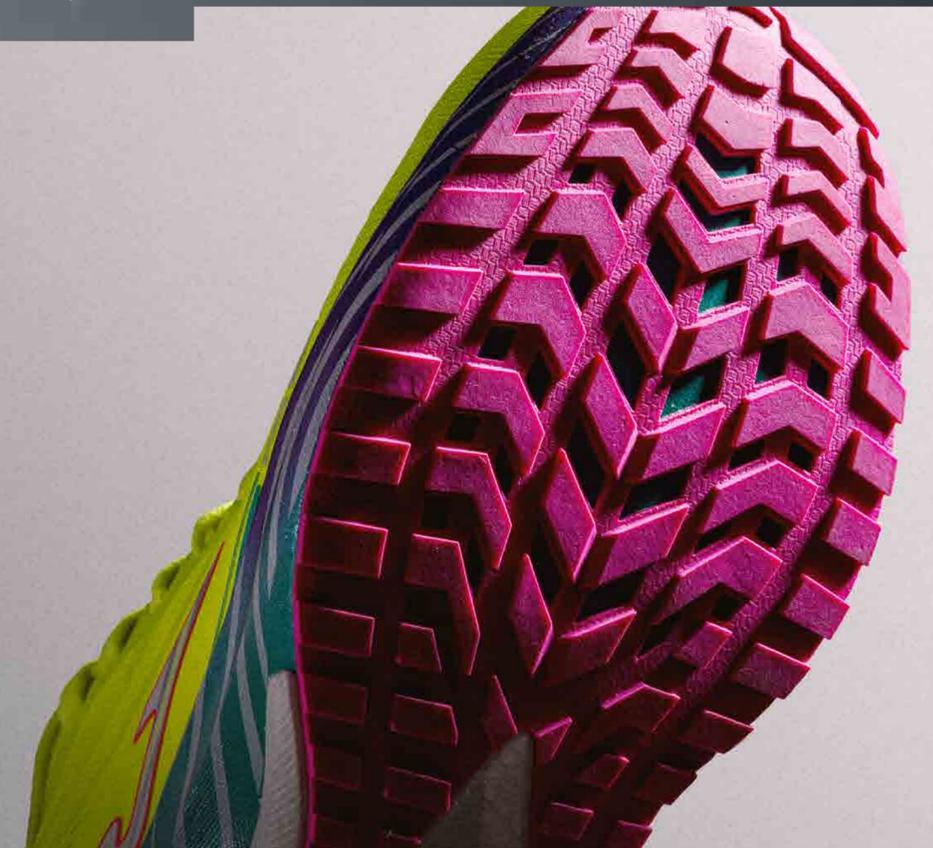
Joma's most versatile running shoe, built for runners who demand lightness, comfort, and responsiveness in both training and competition.

FLY:REACTIVE



JOMA SPORTECH

The **Dual Reactive** midsole combines **Fly Reactive** cushioning in the heel and high-density phylon in the forefoot for energy return and stability. The **Durability** rubber outsole ensures lasting grip on the road.



R-2000

Color Range



RR200S2601



RR200S2609



RR200S2613



R-3000

Hicham Sigueni / R-3000

02:10:37 Marathon Personal Best

Cushioning / Flying

Support / Neutral

Use / Competition (10-21Km)

Drop / 6mm

Weight / 260g



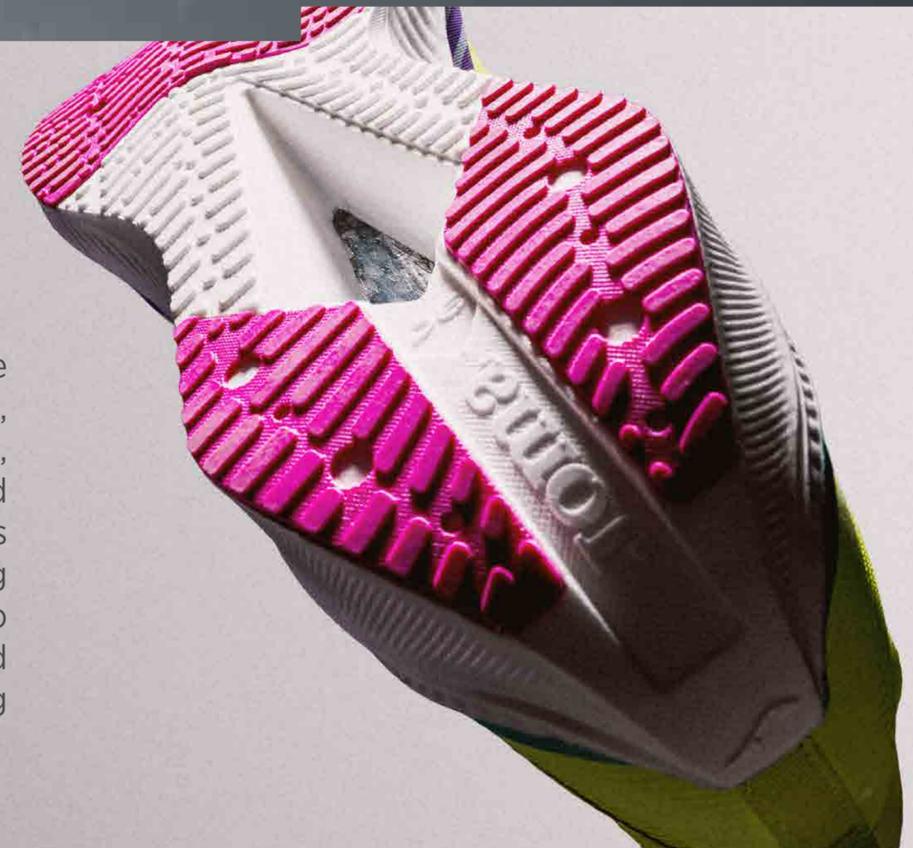
Joma's most advanced racing shoe, built for fast runners seeking maximum reactivity and efficiency from 10K to marathon distances.

CARBONPLATE



FLY:REACTIVE

The **Fly Reactive** midsole provides lightweight, responsive cushioning, while the integrated **Carbon Plate** boosts propulsion and running efficiency. Designed to help you maintain speed with less effort over long distances.



R-3000

Color Range



RR300S2601



RR300S2611



RR300S2613



R-4000

Antía Chamosa / R-4000

Spanish 20 km & 35 km Race Walk Champion (2025)

Cushioning / Flying

Support / Neutral

Use / Intervals - Competition

Drop / 6mm

Weight / 177g



Designed for runners and race walkers seeking precision, speed and reactivity. It is built for competition, with a lightweight, stable design that supports fast, controlled movement throughout the race.

FLY:REACTIVE



STABILIS



The **Fly Reactive** midsole delivers high-energy return to propel each step, while the **Stabilis** system reinforces midfoot control for added stability at race pace.

R-4000

Color Range



RR400S2601



RR400S2611



RR400S2613



R-5000

Mercy Kibor / R-5000

1st Totalsports Two Oceans Half-Marathon (2025)

Cushioning / Balanced

Support / Neutral

Use / Competition (5-10Km)

Drop / 6mm

Weight / 247g



Created for competitive runners and race walkers with refined technique, the R-5000 is Joma's most minimalist carbon-plated shoe. Lightweight, agile, and built for pure speed over short and middle distances.

CARBONPLATE



FLY:REACTIVE

The **Fly Reactive** midsole delivers explosive energy return with every stride. Combined with a streamlined **Carbon Plate**, it enhances propulsion and efficiency while reducing fatigue—perfect for pushing your limits with precision.



R-5000

Color Range



RR500S2601



RR500S2611



RR500S2613



R-6000

María José Pérez / R-6000

01:10:55 Barcelona Half-Marathon (2025)

Cushioning / Maximum

Support / Lightweight

Use / Long Training - Competition

Drop / 8mm

Weight / 262g



Designed for runners seeking a versatile, high-performance shoe for both training and competition. The R-6000 offers a perfect balance of cushioning, responsiveness, and stability, making it ideal for long-distance runs and daily workouts.

FLY:REACTIVE



JOMA SPORTECH

The **Fly Reactive** midsole provides exceptional energy return and impact absorption, ensuring a smooth and efficient stride. Combined with the **Stabilis** system in the heel, it enhances stability and control, helping you maintain proper form throughout your run.



R-6000

Color Range



RR600S2601



RR600S2609



RR600S2613

RUNNING FOOTWEAR

RS Competition Range



RS
LINE



RS-9000

Chiki Pérez / RS-9000

01:00:58 Half-Marathon Personal Best

- Cushioning** / Maximum
- Support** / Lightweight
- Use** / Competition
- Drop** / 8mm
- Weight** / 130g



Joma's lightest and most advanced running shoe. Designed for elite athletes, built for maximum speed, breathability and performance on race day.

CARBONPLATE



LIGHT:REACTIVE

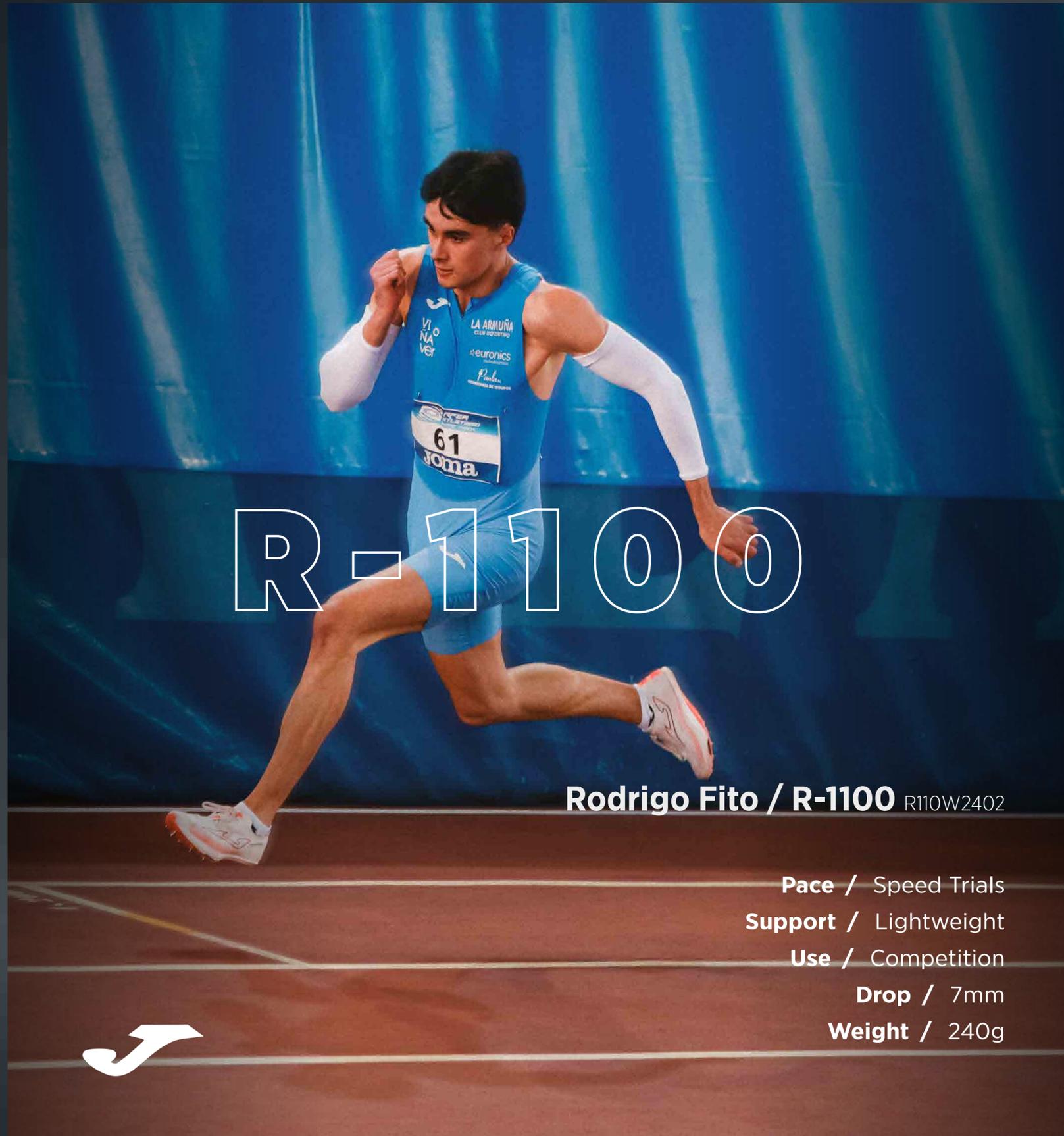


Light Reactive cushioning returns energy in every stride. The **Carbon Plate** boosts propulsion and stability for an explosive, efficient run.

RUNNING FOOTWEAR

Spikes Range





R-1100

Rodrigo Fito / R-1100 R110W2402

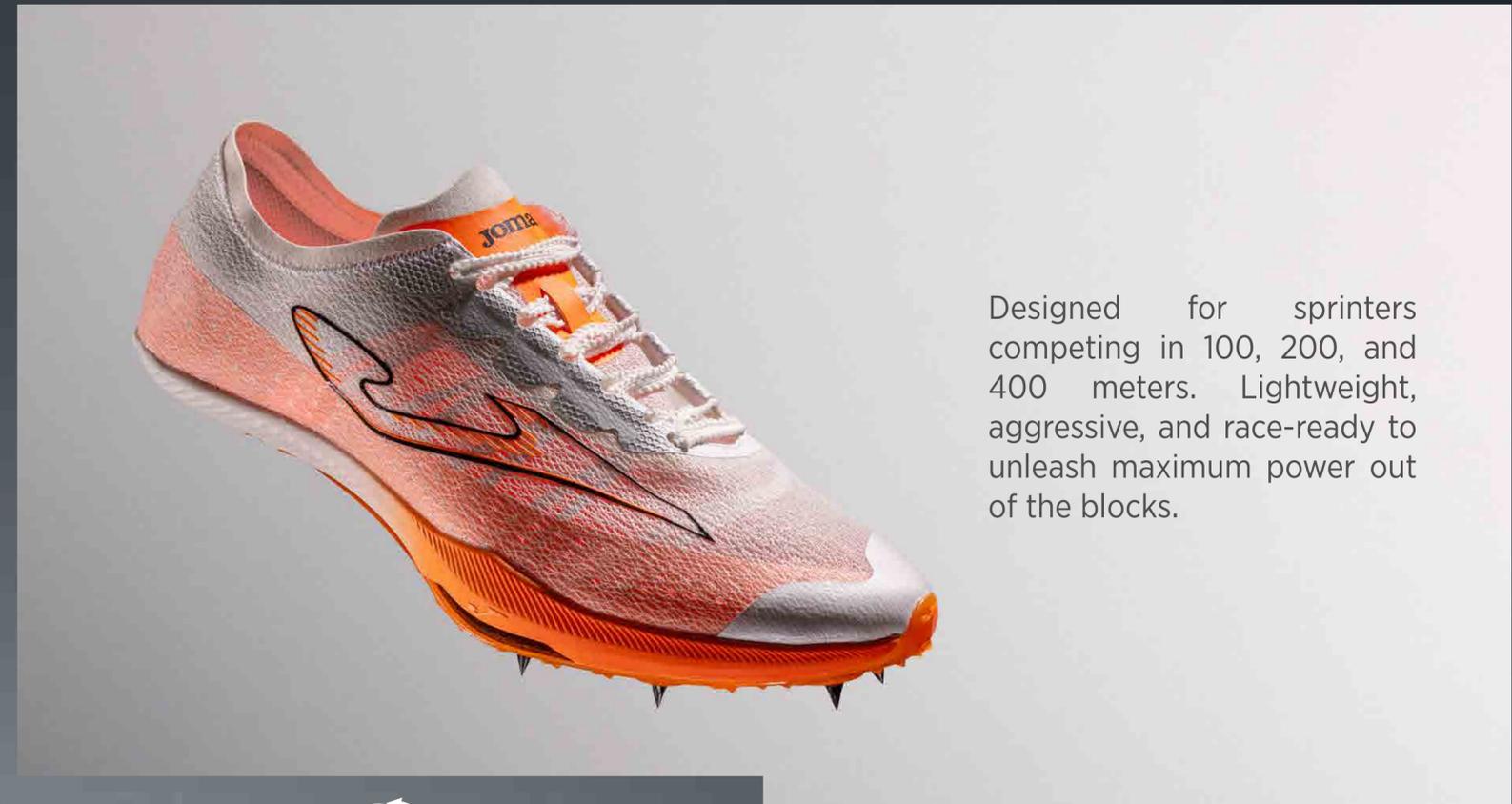
Pace / Speed Trials

Support / Lightweight

Use / Competition

Drop / 7mm

Weight / 240g

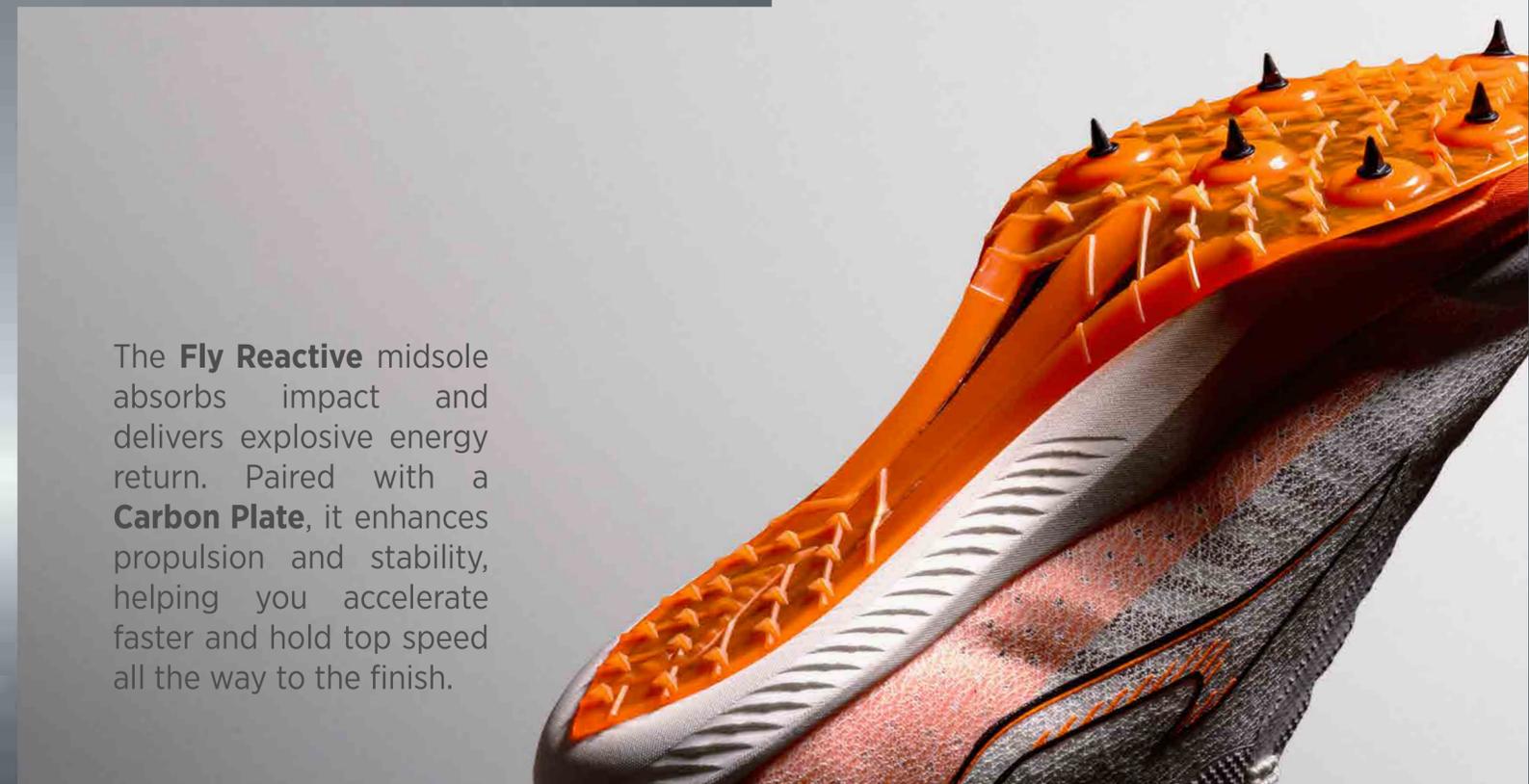


Designed for sprinters competing in 100, 200, and 400 meters. Lightweight, aggressive, and race-ready to unleash maximum power out of the blocks.

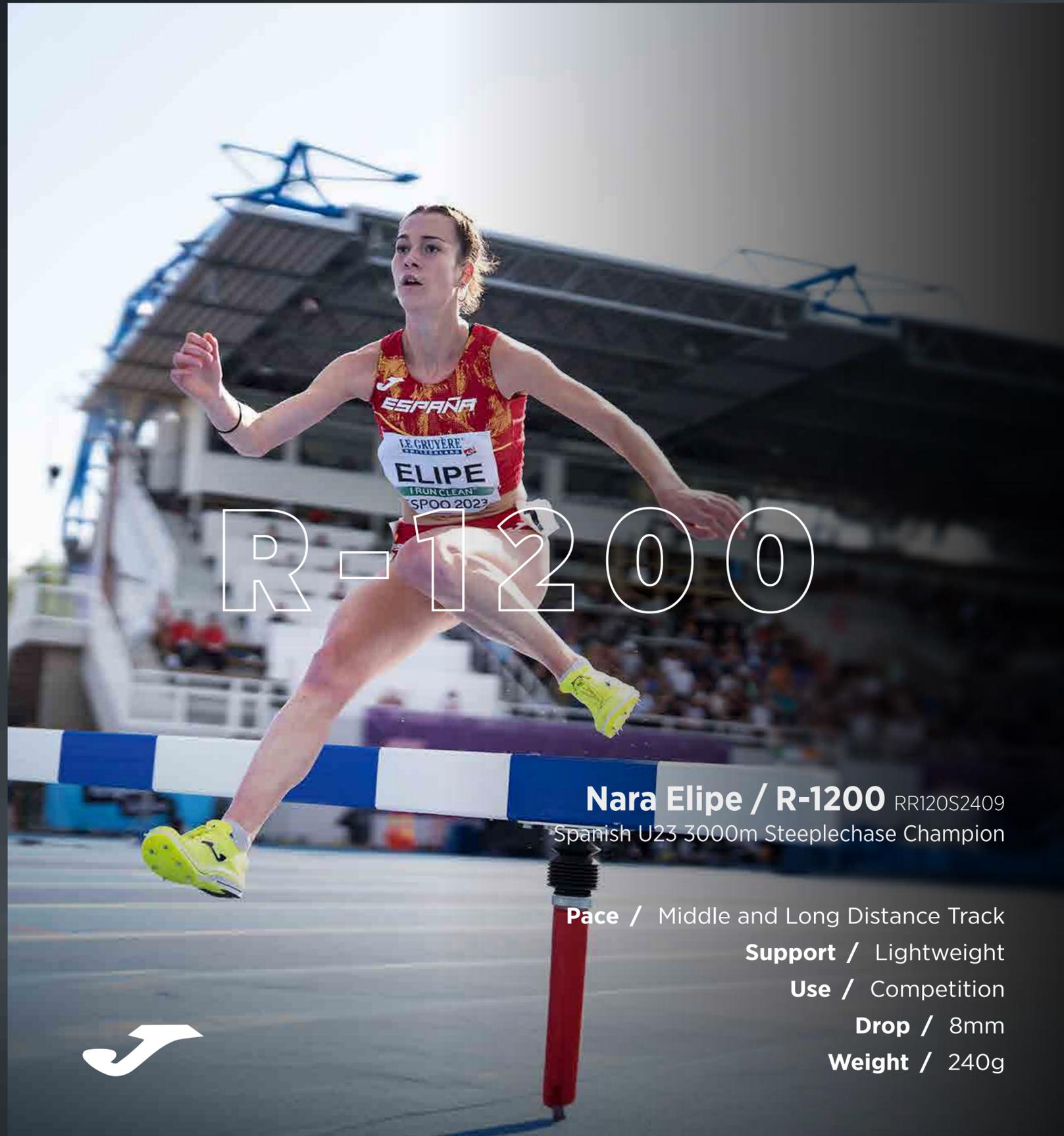
CARBONPLATE



FLY:REACTIVE



The **Fly Reactive** midsole absorbs impact and delivers explosive energy return. Paired with a **Carbon Plate**, it enhances propulsion and stability, helping you accelerate faster and hold top speed all the way to the finish.



R-1200

Nara Elipe / R-1200 RR120S2409
Spanish U23 3000m Steeplechase Champion

- Pace** / Middle and Long Distance Track
- Support** / Lightweight
- Use** / Competition
- Drop** / 8mm
- Weight** / 240g



Created for middle and long-distance track events. Lightweight, breathable and responsive, ideal for maintaining rhythm and control across every lap.

FLY:REACTIVE



JOMA SPORTECH



The **Fly Reactive** midsole cushions each step and rebounds instantly, delivering a continuous forward push. Its soft, spongy feel absorbs fatigue while keeping your stride fluid and efficient through long efforts.

R-1000 MADRID LIMITED EDITION
WITH CARBON PLATE AND FLY REACTIVE TECHNOLOGY



R-1000 ROME LIMITED EDITION
WITH CARBON PLATE AND FLY REACTIVE TECHNOLOGY



R-1000 IBIZA LIMITED EDITION
WITH CARBON PLATE AND FLY REACTIVE TECHNOLOGY



R-2000 TWO OCEANS LIMITED EDITION
WITH FLY REACTIVE TECHNOLOGY



R-1000 PORTO LIMITED EDITION
WITH CARBON PLATE AND FLY REACTIVE TECHNOLOGY



R-1000 PARIS LIMITED EDITION
WITH CARBON PLATE AND FLY REACTIVE TECHNOLOGY



R-1000 FIRENZE LIMITED EDITION
WITH CARBON PLATE AND FLY REACTIVE TECHNOLOGY



TEXTILE

Running Textile



R-CITY

Hydrogen T-Shirt 103974
100% Polyester Jacquard, 80g



110
Black



346
Mediterranea



631
Salsa

Helium T-Shirt 902406
84% Polyester, 16% Spandex, 160g



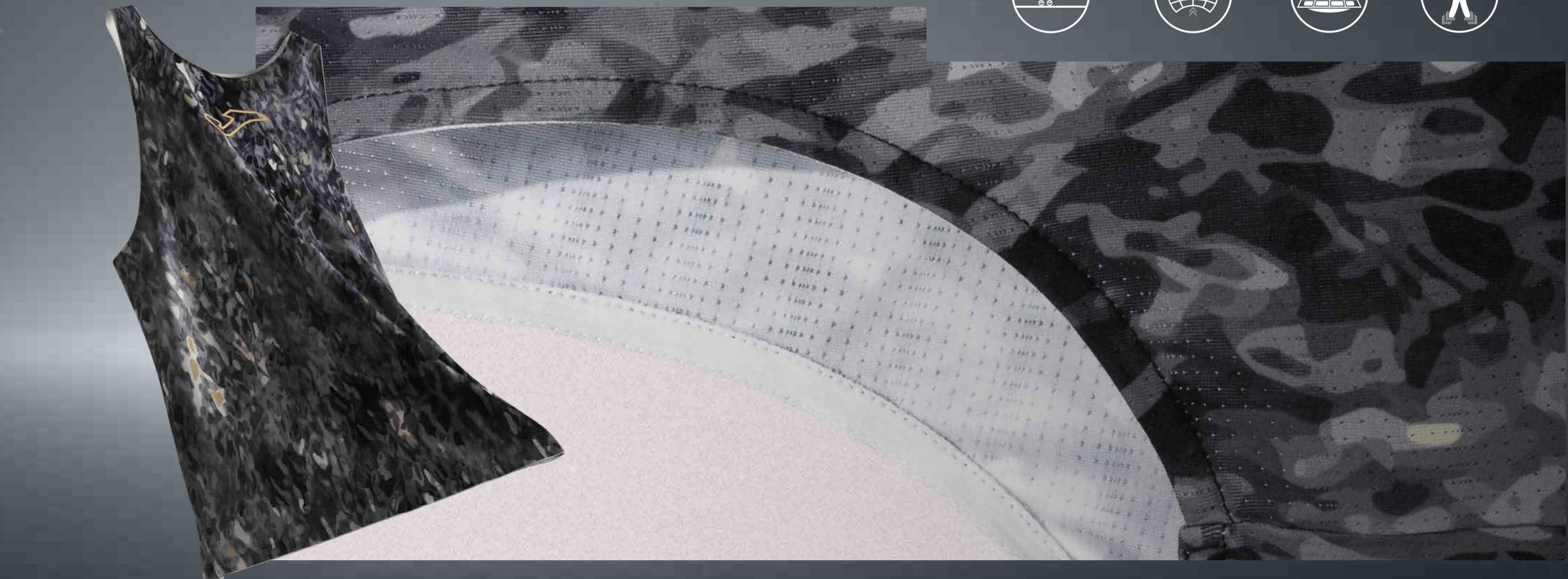
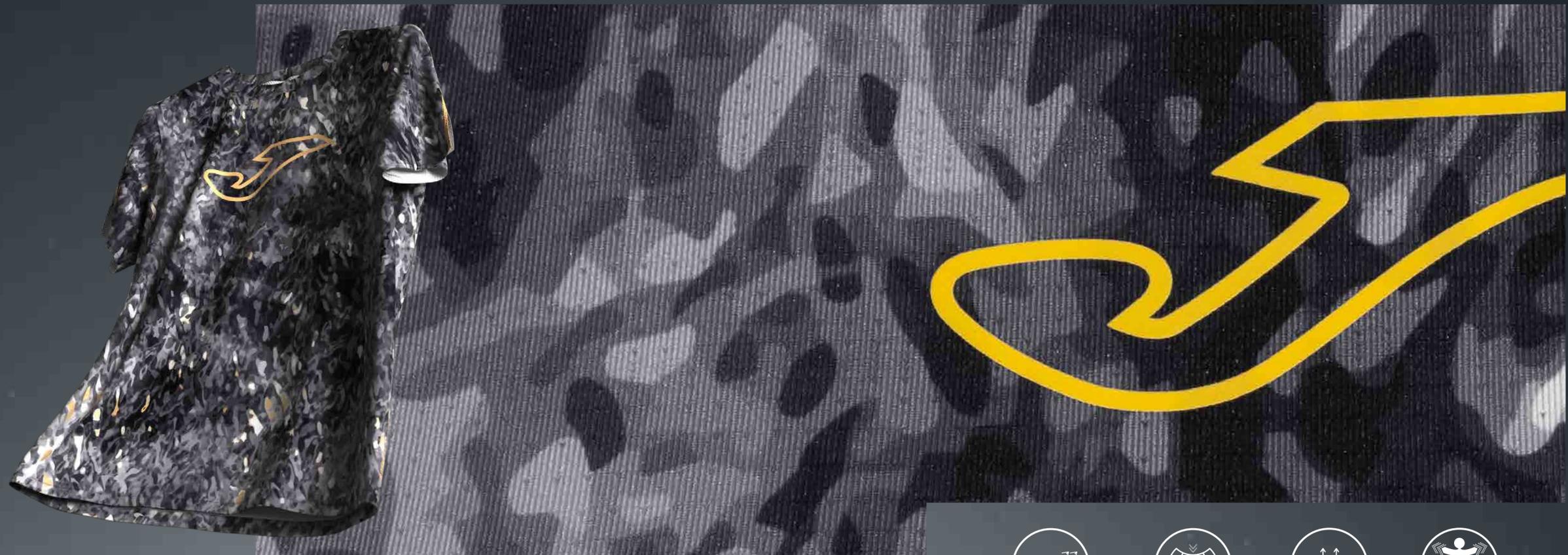
110
Black



826
Impala

Designed for performance, these lightweight garments feature the **Micro-Mesh System** for advanced breathability, keeping the body cool even in peak effort.

The added elasticity ensures a natural range of motion, while reflective elements increase visibility in low-light conditions. Perfect for intense training days or competition.



R-CITY

London Raincoat 103981
100% Polyester, 50D with 3000mm



110
Black



346
Mediterranea



631
Salsa

London Raincoat 902368
100% Polyester, 50D with 3000mm



110
Black



826
Impala

Designed to perform in demanding outdoor conditions, this technical jacket combines **3K Waterproof** protection with advanced ventilation to keep the body dry and comfortable during every effort. Its breathable construction allows heat and moisture to escape efficiently, while the durable fabric resists abrasion and wear, session after session. A high-performance layer engineered for endurance, movement, and resilience.



R-CITY

Inmerge Sport Bra 902667
77% Polyester, 23% Spandex, 240g



110
Black



826
Impala

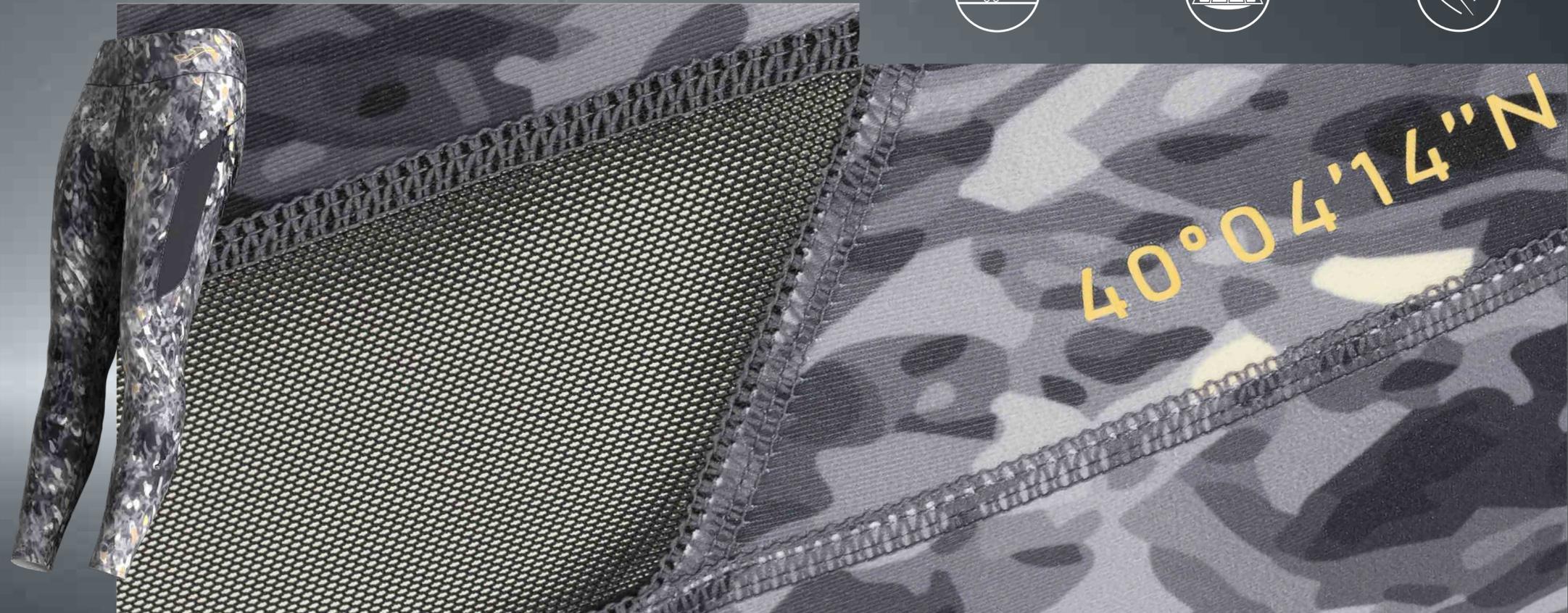
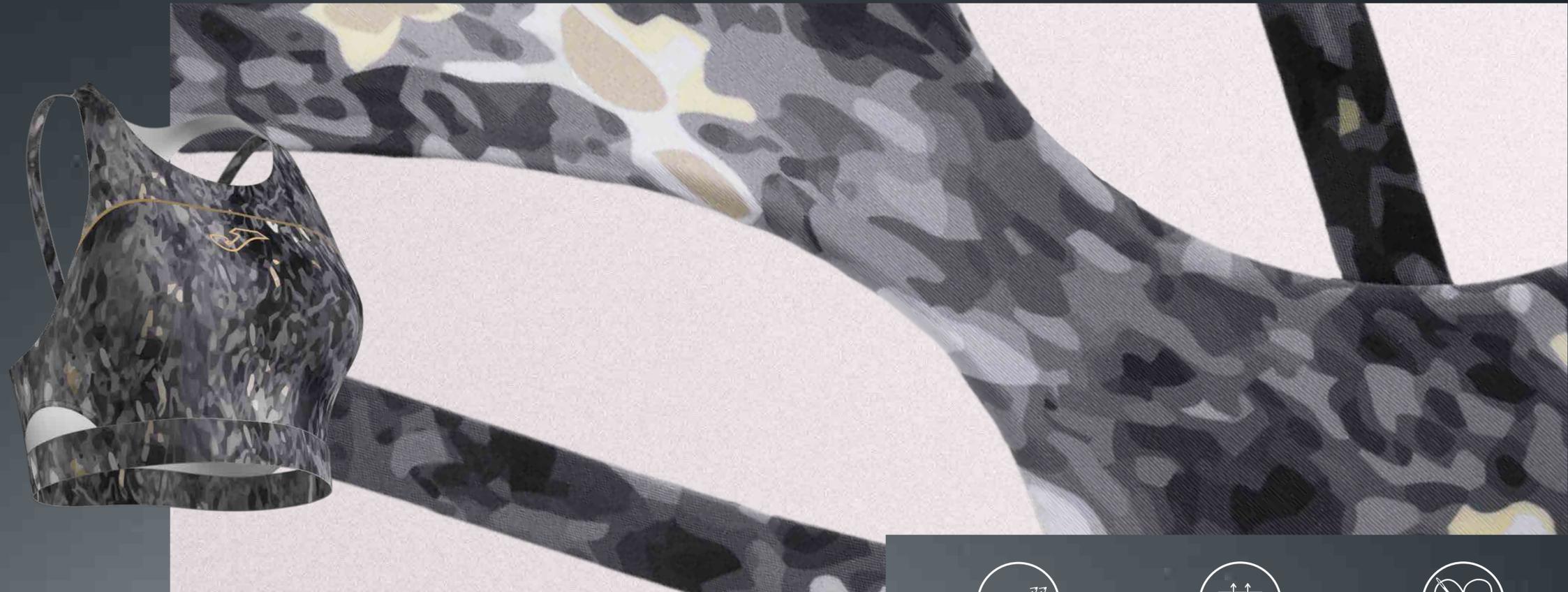
Designed for dynamic training, this technical sport bra delivers medium support with a breathable, ergonomic fit. Elastic fabric ensures freedom and stability, while reflective details enhance visibility after dark.

Inmerge Tights 902342
77% Polyester, 23% Spandex, 240g



110
Black

These performance tights feature **Ultra-flat Flatlock Seams** for maximum comfort and reduced friction. The **Micro-Mesh System** enhances breathability, while the elastic fit allows full freedom of movement.



40° 04' 14" N

R-CITY

Helium T-Shirt 104648

90% Polyester, 10% Elastan, 120g



826
Impala



346
Mediterranea



631
Salsa



837
Papaya

Ozone Sleeveless T-Shirt 104480

90% Polyester, 10% Elastan



826
Impala



346
Mediterranea



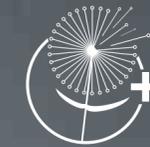
631
Salsa



837
Papaya

Engineered for elite performance, this ultra-light top delivers maximum breathability thanks to the integrated **Micro-Mesh System**.

Thermosealed seams reduce friction and enhance comfort, creating a second-skin feel ideal for intense sessions. Every detail is designed to support speed, focus, and freedom.



R-CITY

Ozone Short 104524
76% Polyamide, 24% Elastan, 101g

- 100 Black
- 346 Mediterranea

Designed for unrestricted performance, these ultralight shorts feature thermosealed seams that reduce friction and enhance comfort.

The ergonomic fit allows total freedom of movement, while reflective details boost visibility in low-light conditions.





RFEA
ATLETISMO



FEDERAZIONE ITALIANA
DI ATLETICA LEGGERA





