

Yohan Blake becomes 100m World Champion in adizero Prime, the lightest sprint spike ever

Daegu, Korea, August 28, 2011 – Tonight, adidas sponsored athlete Yohan Blake won the 100m final at the 2011 IAAF World Championships in Athletics in 9.92 seconds wearing the adizero Prime, the lightest commercial sprint spike ever.

Setting new standards to lightweight footwear and weighing only 99 grams / 3.5 oz (men's, size UK 8.5), the adizero Prime was literally created from scratch and every part of the shoe including upper, plate, laces and spikes, was re-evaluated by the adidas Innovation Team (ait.) to guarantee the lightest product.

The new SPRINTFRAME platform of the adizero Prime is two times stiffer and only half as thick (1.3 mm) as standard sprint plates which allows the runner to be closer to the ground while at the same time improving stability. In addition, the plate is reinforced with carbon nanotube technology which minimizes energy loss through each stage of the 100m race.

The six permanent nano-ceramic compression pins, an adidas patented design, are positioned to minimize braking forces and support greater propulsive impulse for accrued speed. Integrating the pins into the shoe allows the foot to be closer to the track, thus increasing the power, speed and stability in every step.

The shoe's upper is developed around SPRINTWEB, an entirely welded composite membrane laminate, which enhances the "barefoot" comfort and keeps the foot locked down and stable during take-off and during sprinting.

The adizero Prime will be available in a limited number of 500 at selected adidas retailers as of December 2011.

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