

adidas launch the adiPure 360 training shoe

Herzogenaurach –xxx 2012 –adidas have launched the new adiPure 360 training shoe: a multi-directional and multi-purpose training shoe. With both a men’s version, and a model especially for women, the adiPure 360 is designed to let your feet move as nature intended and help you get the most out of your workout by helping to help build natural strength, agility and balance, - and designed to make muscles work harder during exercise.

Whilst most other sports have footwear designed specifically for the sport itself, the adiPure 360 is designed primarily for the gym. Using super light and flexible materials, it features the latest in technology to support multidirectional movement, and the anatomically designed shoe provides comfort and support throughout every stretch, every squat and every exercise during your workout.

The design and overall flexibility of the adiPure 360 promotes unrestricted movement and harnesses the body’s mechanics, and aims to strengthen the muscles in the feet, toes, ankles and lower legs, whilst offering a natural feel that is one step from being barefoot- but with the increased foot protection needed during a workout.

Adrian Carney adidas’ Category Manager for Men’s Training Footwear comments on the innovation and objective behind the development of the adiPure 360: *“The foot is a highly complex part of the body - in fact you could say that a lot of engineering went into its design and function! To get the most out of a workout, it’s important to focus on how your feet interact with the ground in almost the same way you think about how your hands interact with a ball or a bat during sports. Using your foot’s natural power and movement can help you strengthen muscles you never knew you had in your feet, lower legs and throughout your core.”*

“The adiPure 360 is multi-purpose shoe, designed with the gym in mind. We focused on solving the problem of ill-fitting and inappropriate footwear undermining the efficiency of an individual’s workout. We identified that a custom made shoe designed to harness the unique movements a person typically makes during their workout was a solution.”

For more information on the new adiPure 360 and the full line up of adidas training products and apparel, visit www.adidas.com/training



About the adidas Group

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around the core brands: adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group has more than 46,000 employees and generated sales of € 13.3 billion in 2011.

ENDS

For further information please contact:

Shaun Anastasi (adidas Global PR Manager)

Email: shaun.anatasi@adidas.com

Tel: ph +49.9132.84.3913 | mob +49.160.884.3913

