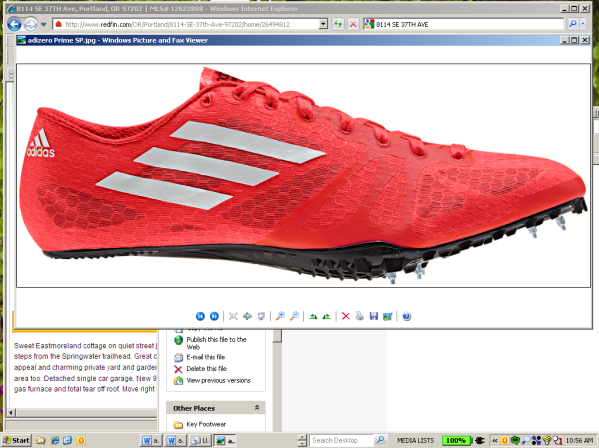
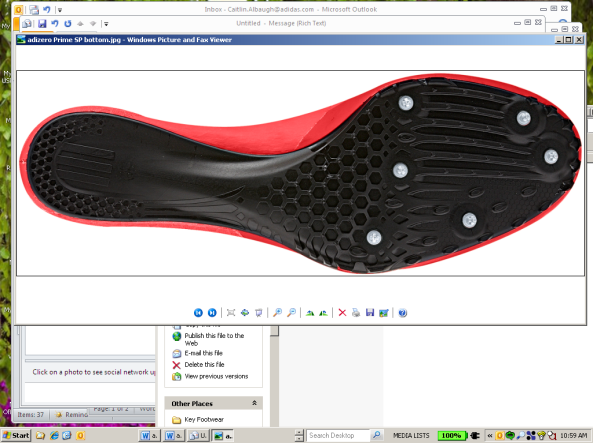


**adizero Prime SP**

**FACT SHEET**



The adizero Prime SP one of the lightest sprint spikes ever', weighing just 3.5 ounces – 62 percent lighter than the adizero Demolisher worn at the Beijing 2008 Olympics. Developed in 34 months in 15 cities, 32 countries, with two universities and the involvement of thousands of people including American sprinter Tyson Gay and British heptathlete Jessica Ennis, the adizero Prime SP features a 1.3mm carbon plate (50 percent thinner than its nearest rival).

For lightweight stability, its SprintWeb upper is almost entirely seamless, keeping the athletes’ focus on the race. As well as being lightweight, the adizero Prime SP is strong and supportive for powerful sprinters. The shoe helped Yohan Blake win World Championship Gold in Daegu 2011 and has been tested on the same track material that will be used in the 2012 London Olympic Stadium.

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| **WEIGHT**  **PLATE** | 3.5 oz.  The new SprintFrame platform of the adizero Prime SP 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 improving stability. The plate is reinforced with carbon nanotube technology that 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 landing shelf and sweet spot pin are features adidas invented based on insights from elite athletes. The shelf and pin give the athlete a reference point and let them know if they are in the optimum sprinting position. Pins are designed to compress the track instead of cut it. |
| **UPPER** | The shoe’s upper is developed around a SprintWeb, an entirely welded composite membrane laminate, which enhances the “barefoot” comfort and keeps the foot locked down and stable during take-off and sprinting. |