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## Press Release

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November 2012

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Engineered Luxury Sportswear

### **Porsche Design Sport releases Limited Edition Bounce:S<sup>3</sup>**

**Stuttgart/Herzogenaurach.** Running purists are advised to step in line for the much-anticipated release of Porsche Design Sport's Limited Edition Bounce:S<sup>3</sup>. Recognized by Europe's prestigious Plus X Award®, the Bounce:S<sup>3</sup> running shoe exemplifies the technical sophistication and futuristic aesthetic that are hallmarks of Porsche Design Sport, a collaboration between Porsche Design and adidas.

The Limited Edition Bounce:S<sup>3</sup> features an exclusive black-and-aluminum build with a distinctive badge on the tongue. Only 500 pairs will be sold globally in Porsche Design stores and at adidas.com beginning November 15, 2012. The shoes will be packaged in a special limited edition shoebox swathed in silver metallic foil.

The third generation of the legendary Bounce:S, Bounce:S<sup>3</sup> launches in November 2012 with the original car-inspired suspension system. By transferring vertical impact into forward propulsion, BOUNCE™ creates a more cushioned and elastic running experience. The shoe's pivot mechanism and metal springs were developed and designed exclusively for Porsche Design Sport.

Sleek and luxurious, the Bounce:S<sup>3</sup> stands apart from conventional running shoes with a futuristic, semi-translucent outsole that reveals the shoe's metal springs. The iconic outsole is fused with a seamless one-piece mesh upper that combines breathability and chafe-free comfort with an ergonomic glove-like fit.

In May 2012, Bounce:S<sup>3</sup> was recognized by Europe's prestigious Plus X Award® for the super-seamless ride delivered by its mechanical shock system, with Porsche Design Sport being named the "Most Innovative Brand 2012" in the footwear category. Bounce:S was first honoured by the Plus X Award® in 2008, the year the running shoe was released. That year, it also received with the German Red Dot De-

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sign Award and was named one of the best 50 inventions of the year by *Time* magazine.

Porsche Design Sport is collaboration between the adidas brand and Porsche Design. Launched in 2006, the Porsche Design Sport collection fuses engineering excellence with an inherent commitment to refined style. The range of luxury sportswear utilizes the industry's most advanced technologies in concert with exclusive, luxurious materials, performance-enhanced details, and impeccable craftsmanship. Stylish yet understated, casual yet technical, Porsche Design Sport is defining a new era of engineered luxury sportswear. Porsche Design Sport is available in Porsche Design stores, adidas Concept stores, shop-in-shops, high-end department stores, and other exclusive retail outlets.

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