**adidas SPRINGBLADE**

**Fact Sheet**



**Experience explosive energy** in Springblade, adidas’ progressive new running shoe designed to **help propel you forward**. **Unlike anything seen or experienced before**, Springblade features **unique blades** that are **individually tuned** and highly responsive to help you move forward, delivering an explosive energy sensation and a smooth, responsive ride.

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| **FORWARD ENERGY** | Each shoe **features 16 forward angled blades** on the outsole that instantaneously react to any environment, **compressing and releasing energy with each step**.   * aIT (adidas Innovation Team) **tested hundreds of geometries and materials** and **underwent rigorous ballistics tests** to ensure each individually tuned spring produces maximum energy efficiency and withstands any force with every stride. * Standard EVA midsoles only deliver vertical energy return; whereas Springblade’s precisely engineered blades **made out of a highly elastic high-tech polymer** are designed to help translate that energy forward with each step. |
| **PIONEERING DESIGN AND TECHNOLOGY** | | Springblade’s radical design combines **energy performance benefits** with **superior cushioning and comfort**.   * The nearly transparent design of the blades are **inspired by the idea of levitation** and the dynamic energy return provides the **feeling of springs under your feet.** * Blades are **precisely tuned in geometry, thickness and position** for each phase of the stride to combine support and flexibility. * Springblade is **seven times more temperature resistant** than adidas’ standard EVA cushioning for consistent performance. * The Techfit upper hugs the top of your foot, **locking it in to harness the energy beneath it.** |

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| **PRODUCT AVAILABILITY** | adidas Springblade is **available August 1** for $180 in seven energetic colorways on [**adidas.com**](http://www.adidas.com/), at **adidas Sport Performance stores** and **retailers nationwide** including: Finish Line, Foot Locker, Dick’s Sporting Goods, Eastbay **and select running specialty stores.** |