

2016 ULTRABOOST UPDATES




adidas

NAMING

ULTRABOOST

- **When font allows, it should be written UltraBOOST moving forward. One word, capital “U” and capital “BOOST”**
- **Trademark BOOST in the first reference of media materials - BOOST™ - when referencing it as a technology.**
- **In all references except product naming, include adidas in front of Primeknit - adidas Primeknit.**
- **Include trademark for Continental Rubber™**

UPPER

ADIDAS PRIMEKNIT

UltraBOOST has an improved adidas Primeknit upper with a more supportive knit structure based on extensive Aramis testing results. The updated adidas Primeknit pattern provides even more adaptive support and flexibility to allow for the foot to naturally expand where it needs to.

The ARAMIS system is also used by top engineering institutions like NASA, Boeing and Audi to measure crash tests, vibration analysis and durability. ARAMIS' 3D shape and surface measurement led to the development of a fully adaptable running experience in UltraBOOST.

A runner's foot can expand up to 10 mm or more in width while running. When restrained, this expansion can cause severe discomfort, friction and the leading injury in running, blisters. Unlike other leading knit technologies the innovative adidas Primeknit pattern of UltraBOOST provides comfortable support in less expansive areas of the foot and adaptive stretch where it's needed.

The updated Aramis heat map design also allows for a wider color palette to include distinct new designs scheduled to drop throughout the year.



OUTSOLE STRETCH WEB

New for this season, UltraBOOST features a Continental Rubber™ outsole to deliver unmatched traction and durability from a company that's made it mark with leading scientists, engineers and designers to develop rubber for some of the world's most demanding conditions.

UltraBOOST maintains its innovative Stretch Web outsole to adapt to the foot's natural movements regardless of its shape. Different feet flex at different areas and many competitor's shoes have predefined flex grooves created for specific foot shapes. The adidas Stretch Web outsole adapts to any foot shape to provide a consistently comfortable transition.



MIDSOLE BOOST

UltraBOOST still features a full-length BOOST™ midsole with the highest Energy Return in the running industry without the traditional EVA midsole for more direct contact.

Made of thousands of unique energy capsules, BOOST delivers a consistent performance over hundreds of kilometres, in virtually any condition.

In short, it's the same midsole as the original version.

