**APRIL 2016**



**Porsche Design Sport by adidas releases the all white #UltraBOOST- this season’s most anticipated sports-luxe trainer**

* **The sleek style of Porsche Design combined with cutting-edge footwear technology from adidas to create ultimate, engineered premium sportswear**
* **Porsche Design Sport by adidas evolves the all white footwear trend, and the #UltraBOOST running trainer**

**Stuttgart/Herzogenaurach, April 10, 2016** – Porsche Design Sport by adidas injects its signature style and superior design approach into a limited edition iteration of the iconic UltraBOOST trainer. For Spring/Summer 2016, the elevated style of Porsche Design combines with cutting-edge footwear technology from adidas to engineer a robust yet stylish trainer, boasting advanced technologies for an indulgent and comfortable ride.

Aspirational, elegant and performance-led, the all white silhouette is executed with a combination of comfort increasing BOOST™ technologies in the sole, a stretchy adidas Primeknit forefoot and midfoot area and sleek premium leather accents.

The revolutionary BOOST boasts a foam midsole that delivers supreme comfort while energy-returning properties keep every step charged with an endless supply of light, fast energy. The sturdy rubber outer-sole, engineered with Stretchweb technology and Torsion System, delivers stability and grip without sacrificing ground feel, while a seamless lining delivers increased comfort and reduced irritation. Comfort is also enhanced by a delicate mesh upper and breathable adidas Primeknit, which naturally expands with the foot while running, while providing support where it’s needed.

Of the collaborative innovation, Jacques Chassaing, Senior Design Director Porsche Design Sport by adidas said: “This is an exciting development of adidas’ most famed running trainer, UltraBOOST. We worked with Porsche Design to provide a new and exciting iteration, injecting the premium sophistication that the brand is renowned for and illustrating the transitional move from highly-active performance to premium sportswear. We fused proven adidas technologies with elevated design elements, such as distinctive luxury leather and subtle Porsche Design branding, creating a truly standout shoe designed for the sophisticated, style-led consumer of Porsche Design Sport by adidas.”

In line with the shoe’s exclusive feel, the Porsche Design Sport by adidas all white UltraBOOST is a limited edition innovation.

The Porsche Design Sport by adidas all white UltraBOOST is available from April 15, 2016 at key Porsche Design Sport by adidas retailers, and online at adidas.com/porschedesignsport and Porsche-Design.com.

For further information please visit [**adidas.com/porschedesignsport**](http://www.adidas.com/porschedesignsport)**,** [**http://www.youtube.com/user/porschedesignsport**](http://www.youtube.com/user/porschedesignsport)or [**porsche-design.com**](http://www.porsche-design.com)

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**For further media information please visit** <http://news.adidas.com/Global/home/PORSCHE-DESIGN-SPORT-BY-adidas> **or contact:**

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**Notes to editors:**

**About Porsche Design Sport by adidas**

Porsche Design Sport by adidas stands for a contemporary, minimalist look and innovative materials. The collaboration between adidas and the lifestyle brand Porsche Design was launched in 2006 with a collection of apparel, footwear and accessories that defined a new era of Engineered Luxury Sportswear. Since then, the brand has continued to pioneer a signature style that fuses function with iconic design.