



adidas Enables Athletes to Break into the Zone with AlphaBOUNCE

Portland, Ore., June 15, 2016 – adidas today introduces AlphaBOUNCE, an innovative new running shoe that offers an adaptive fit and feel for runners and versatile athletes.

The combination of BOUNCE cushioning in the midsole with a seamless upper enables athletes to stay focused on their run with fewer distractions and restrictions.

“AlphaBOUNCE was created from the notion that in order for athletes to perform at their highest potential, they need to be ‘in the zone’ – defined as a state of determination, clarity, or disconnect – which allows athletes to play more freely,” said Andy Barr, Category Director for adidas Global Running. “adidas aims to remove distractions and help athletes achieve that state more quickly with the seamless experience of AlphaBOUNCE.”

AlphaBOUNCE was developed using a motion capture technology called Aramis, which measures mechanics of the foot during movement. Based on motion capture insights during a runner’s stride, the defining features of AlphaBOUNCE were designed to offer support or expansion where the athlete needs it most, coupled with minimal materials and stitching to offer fewer distractions while running.

FORGEDMESH

AlphaBOUNCE features a first of its kind FORGEDMESH upper, which is comprised of one layer of material with no seams, allowing the foot to move in its truest form. The FORGEDMESH is molded in a ribbed pattern in specific areas to allow for more support or expansion.

“FORGEDMESH was built upon a completely functional insight,” said George Robusti, Senior Design Director for adidas Global Running. “Using motion capture technology, we identified parts of the foot that expand during a runner’s stride. With only one piece of material, FORGEDMESH offers support in these areas, which results in a more dynamic experience during activity.”

BOUNCE

The BOUNCE midsole is comprised of EVA foam that has been engineered to feel soft and comfortable at step in and provides a responsive, elastic experience when running. The AlphaBOUNCE midsole is designed to flow seamlessly with the FORGEDMESH upper.

adidas AlphaBOUNCE will be available in Core Black/Iron Metallic/Clear Grey for both men and women for \$100 on adidas.com starting June 15. Additional colorways will be available on adidas.com and at select retailers nationwide on June 20.

Check out @adidasrunning on Facebook, Twitter, and Instagram and join the conversation using #AlphaBOUNCE.

- END -



For additional media assets please visit <http://news.adidas.com/US> or contact:

Brianna Neumann

PR Manager – Portland Newsroom

Email: brianna.neumann@adidas.com

Tel: (971) 234-2648

About adidas Running

For more information on adidas Running, please visit www.adidas.com/running. For additional images please visit our media news room news.adidas.com and follow us on www.facebook.com/adidasrunning.