



**ESCAPE THE GRID
AND EXPLORE YOUR CITY IN THE NEW ADIDAS PUREBOOST**



Herzogenaurach, Germany [26.01.2017]: adidas Running today revealed the new adidas PureBOOST shoe. Inspired and created for runners who treat every step as a chance to explore, PureBOOST features a versatile, agile and adaptive design to enable runners to endure anything the city environment has to offer.

PureBOOST features an 8mm heel lift and progressive sculpting of the BOOST midsole, with a wider forefront for optimum support when navigating turns – perfect for running around sharp city corners. The outsole has also been built for the specific requirements of street running, with the rubber extended on the medial side for additional support and to protect against the elements of the city. The stretch web design provides superior grip, while allowing the foot to work in harmony with the BOOST midsole.

PureBOOST's new knit upper incorporates a highly adaptive fabric, designed to move with the runner's gait. A new double wrap tongue construction provides support, while allowing the foot to move in harmony with the shoe.

adidas Running products are developed in collaboration with a sport science team and researched using the ARAMIS testing system, a motion tracking technology that enables a detailed analysis into the movement of the body. adidas' latest innovations heavily influenced the design of PureBOOST,



resulting in a shoe that is built for the city, incorporating adaptive elements to help runners tackle any obstacle or challenge along the way.

Stephan Schneider, PureBOOST product manager at adidas said: "Runners all over the world are making cities their playground and use their runs as the ultimate way to explore. With PureBOOST we wanted to give these runners the ultimate tool to push their own boundaries, and take on the city head first."

adidas PureBOOST is available now at <http://www.adidas.com/PureBOOST>. Follow the conversation at @adidasrunning on Twitter, Facebook and Instagram.

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