

adidas launches ambitious Sub2 programme with the introduction of its adizero Sub2 marathon shoe

Shoe will hit the streets for the first time at this weekend's Tokyo Marathon

- Pioneering adidas adizero Sub2 was created to enable athletes to break new ground in long-distance running
- Delivers the best of adidas running technology in an extremely fast, lightweight form
- adidas has a strong history of marathon success, with adizero owning four world records



Herzogenaurach, February 24, 2017 – adidas today announced the **adidas adizero Sub2**, a revolutionary marathon shoe created to take athletes below the two-hour barrier. The first step in the brand's ambitious Sub2 programme, the shoe will be debuted at this Sunday's Tokyo Marathon by former world record holder and adidas athlete, **Wilson Kipsang**. The Kenyan marathon runner currently owns the only pair of adidas adizero Sub2 shoes in existence, in an exclusive Energy Blue colourway.



Information

The result of years of extensive research and testing, the adidas adizero Sub2 showcases the best in cutting-edge adidas innovation. To develop a product designed to enable athletes to break the two-hour barrier, adidas Innovation Technologies explored the performance of a range of state-of-the-art materials in different temperatures and environments and on different surfaces. The best prototypes were then subjected to rigorous testing and co-development with elite athletes including Wilson Kipsang.

“adidas adizero Sub2 is a significant milestone in the brand’s Sub2 programme and central to the future of adidas running,” said André Maestrini, Global General Manager, adidas Running. *“Around the London Marathon in 2012, we started thinking about Sub2 as a concept and adidas’ role in achieving what was deemed impossible. We began creating a shoe that could enable this, and Wilson is the perfect athlete to test our innovation in a race environment. We’re incredibly excited to see where this can go.”*

The shoe delivers the best of adidas running technology in an extremely fast, lightweight form and marks the debut of adidas’ new Boost Light innovation. Engineered specifically for elite athletes on race day, Boost Light is the brand’s lightest-ever foam and retains the industry-leading energy return that has powered adidas athletes to world records. The shoe’s upper is made of one single layer of ultralight fabric, featuring a weight-reduced mesh with internal reinforcements and advanced Microfit, developed to create the best support, comfort and fit for high-speed road racing. A Continental Microweb (an evolution of Stretchweb) outsole delivers maximum grip, whatever the race conditions, to ensure no energy is wasted due to even the slightest amount of slipping. The shoe was created for community runners and world class athletes alike, to deliver faster times and break records.

“I have a great history with adidas and it’s an honour to be the first person to wear the adizero Sub2,” said Wilson Kipsang. *“Boost was a game changer for me. After working with adidas on Boost Light, I’m absolutely ready to get out on the course in Tokyo and show the world what we can do.”*



Information

This latest innovation draws on adidas' rich heritage of successes in marathon running. The brand's goal was to make the world's fastest long-distance racing shoe through the aggregation of marginal gains during the 20,000+ steps it takes to complete a marathon.

1. Independent sports science research has shown that Boost can provide a one per cent improvement in running economy
2. Overall weight reduction of 100 grams delivers an additional one per cent improvement in running economy
3. Continental rubber sole delivers more grip and less slip, meaning athletes only run as far as they need to

The adidas adizero Sub2 will be available later this year. Follow adidas Running on [Instagram](#), [Twitter](#) and [Facebook](#) for more information.

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