**adidas ENERGY BOOST**

**Fact Sheet**



Enhance your run from the first step with the revolutionary adidas Energy Boost. Boost features game-changing cushioning technology – sought out for the past 30 years and in development for more than three years – designed to **help you run longer and more comfortably.**

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| **ENDLESS ENERGY** | The **first-in-the-industry cushioning** is made up of a material that contains thousands of capsules blown together through high pressure steam that provide **springy cushioning** and act **like a trampoline** under your feet.   * Created by adidas Innovation Team in partnership with BASF, The Chemical Company. * The soft lightweight cushioning **stores and releases energy** efficiently. * Compared to standard EVA midsole material, Boost **three times more** **temperature-resistant** so you can perform consistently in any climate. * Boost has an energy return unlike any other cushioning. * The neutral shoe weighs **9.8 ounces**. |
| **INNOVATIVE COMFORT** | | Boost combines the **benefits of EVA cushioning** – comfort, weight and smooth transition – **with TPU (Thermoplastic Polyurethane) –** energy return, durability and temperature resistance.   * The ultra-snug Techfit upper **moves with the foot** and four-way stretch air mesh offers the **comfort of a sock**. * Engineered power bands provide **targeted compression support** and stabilize the foot where needed. * Endured intense biomechanical testing over thousands of steps. |

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| **PRODUCT AVAILABILITY** | adidas Energy Boost will is available now at **[adidas.com](http://www.adidas.com/us/boost/_/N-1z128vz)** and at **adidas Sport Performance stores**, **Finish Line, Dick’s Sporting Goods, The Sports Authority, Foot Locker, Champs, Academy Sports, Eastbay** and **select running specialty stores** including Fleet Feet Sports, Paragon Sports, Naperville Running Company, Big Peach Running Company, Luke’s Locker and Skinny Raven. |