



adidas Unveils Ultra BOOST, the Greatest Running Shoe Ever

Herzogenaurach, Germany (January, 2015) – The Energy Running revolution has taken a bold new step as adidas unveiled the greatest running shoe ever, Ultra BOOST. At a guarded launch location in New York City, Yohan Blake, David Villa, Sammy Watkins and a team of elite athletes pledged their allegiance to the revolution while hundreds of witnesses from around the world were onsite for the introduction of Ultra BOOST.

Attending athletes and guests experienced the superiority of Ultra BOOST through state-of-the-art live testing demonstrations using the ARAMIS system also used by top engineering institutions like NASA, Boeing and Audi to measure crash tests, vibration analysis and durability studies. adidas developed Ultra BOOST using ARAMIS' 3D shape and surface measurement to provide a fully adaptable running experience. Ultra BOOST intuitively adjusts to a runner's stride delivering the unrivalled Energy Return of BOOST™, superior support and adaptive comfort over hundreds of kilometres, in virtually any environment.

"To answer the world's athletes' call for more Energy we aimed to create the greatest running shoe ever and we've done exactly that with Ultra BOOST," said Eric Liedtke, adidas Executive Board Member. "adidas has raised the industry standard with BOOST and will continue blazing a path in Energy Running for those who dare to follow."

UNRIVALLED ENERGY RETURN

Ultra BOOST features 20 percent more* BOOST cushioning material, the highest Energy Return cushioning in the running industry, and has eliminated the traditional EVA midsole for more direct contact to provide the ultimate expression of BOOST. Made of thousands of unique energy capsules, BOOST delivers a consistent performance over hundreds of kilometres, in virtually any condition.

ADAPTIVE COMFORT

To complement the unrivalled Energy Return of BOOST, Ultra BOOST features an innovative update to adidas' PRIMEKNIT technology built to reach new heights of comfort, support and style.

**Compared to adidas Energy BOOST.*

A runner's foot can remarkably expand up to 10 mm or more in width while running. When restrained, this expansion can cause severe discomfort, friction and the leading injury in running, blisters. Unlike other leading knit technologies the innovative PRIMEKNIT pattern of Ultra BOOST provides comfortable support in less expansive areas of the foot and adaptive stretch where it's needed to deliver maximum comfort.

"Each technology featured in Ultra BOOST was built to complement each other providing energized adaptability through a customized fit, look and feel," said Ben Herath, Vice President of Design for adidas Running. "While we've taken innovation to the next level, the sleek silhouette of Ultra BOOST is built to look as good as it performs."

ENERGY HARNESSSED

One of the most advanced features of Ultra BOOST is the Stretch Web outsole that adapts and stretches to your foot strike and movement. The perforated elastic design harnesses and maximizes the Energy of BOOST without restricting any of its qualities. The unique appearance of the Stretch Web outsole is the perfect look to complement the eye-catching Energy capsules of BOOST.

SUPERIOR SUPPORT

Ultra BOOST also features an entirely new **heel construction** that frees the natural movement of the Achilles tendon. A carefully tuned external heel counter comfortably cradles the foot and adapts to the high extension of the Achilles. A new featherweight sock liner adapts to the runner's natural foot form, for a customized fit and feel.

Ultra BOOST also boasts a new dual-density TORSION® SYSTEM, embedded into the shoe's base. This allows more independent movement between heel and forefoot for superior stability and a smooth, more controlled run.

Your greatest run ever awaits with Ultra BOOST at www.adidas.com/ultraboost. adidas Ultra BOOST will be available at adidas.com from February 11, 2015, RRP € xx and adidas Sport Performance stores and select retailers from February 25.

Join the adidas Energy running movement by following @adidasrunning on [Twitter](#) or [Instagram](#).

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.

About adidas

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the leading sports brand in the world. Brand adidas is part of the adidas Group, a corporation that includes brands such as Reebok, TaylorMade and Rockport.

About the adidas Group

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach/Germany, the Group employs more than 50,000 people across the globe and generated sales of € 14.5 billion in 2013.

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