



## **CRAZYLIGHT 2016: ADIDAS UNVEILS ULTIMATE LOW-TOP BASKETBALL SHOE WITH FULL-LENGTH BOOST CUSHIONING**

***NBA superstar James Harden to debut Crazylight 2016 This Summer***

**PORTLAND, Ore. (June 13, 2016)** – adidas today unveiled Crazylight 2016. Designed with 360-degree performance from the ground up, Crazylight 2016 incorporates full-length BOOST cushioning for the first-time ever in a basketball shoe. Crazylight 2016 was developed with the goal of creating the ultimate low-top basketball shoe made specifically for the NBA game. The design was inspired by the stop-motion gameplay of today's NBA superstars, crafted for quick footwork, cutting through traffic in the lane and making highlight reels.

"The Crazylight 2016 definitely lives up to the hype," said James Harden, NBA all-star forward, Houston Rockets. "It's really comfortable, performs well and has tremendous style. Designs like this and shoes built for my game are the reason why I came to adidas Basketball."

Added Harden, "I've been waiting to wear these shoes since I tested the first prototype and I can't wait to wear them on the court this summer."

The silhouette features a lightweight woven upper with custom design elements that deliver a surging camouflage effect inspired by the speed and deception of players disrupting the lane. Crazylight 2016 uses adidas' iconic three stripes on the heel to represent what opponents see when they're being blown by on the court.

"When we first began to design Crazylight 2016, the goal was to bring full-length BOOST to a basketball shoe, something that's never been done before," said Brian Foresta, vice president of basketball design, adidas Basketball. "We reengineered our entire approach to bring our industry leading technology as close to the foot as possible. The result is a shoe that not only meets the demands of today's on-court play, but has a style that players can rock off the court as well."

Crazylight 2016 was designed with 360 degree performance from the ground up, built for speed at all angles of play:

### **First Full-Length BOOST Basketball Shoe**

A first for adidas Basketball, Crazylight 2016 features 100 percent heel-to-toe BOOST cushioning for unrivaled energy return, maximum responsiveness and step-in comfort. True to adidas' mission to make athletes better, BOOST features innovative material made up of thousands of capsules that help store and release energy efficiently as athletes perform.

### **Enhanced Fast Traction**

Crazylight 2016 features reengineered herringbone-styled traction paired with Continental® rubber and a loaded sprint plate which delivers responsive traction for pace changing play, jab step attacks and creating space on the hardwood for step back threes, the perfect complement to today's game.



***Stop and Go Stability***

Tuned for added control when making hard cuts against defenders, the Crazylight 2016 silhouette is built with a TPU forefoot roll cage that harnesses the energy of BOOST for the game's fastest players. Crazylight 2016 also features an injection molded heel fit system that cinches tight for locked in stability and is paired with dynamic lace webbings directly wired to BOOST to ensure a compact fit. An integrated fit cuff provides snug comfort.

The Crazylight 2016 will be worn by James Harden, Jeremy Lin and Kyle Lowry with availability beginning July 2 for \$120 with additional drops throughout the year.

**About adidas Basketball:**

adidas has been providing innovative products to help the world's best athletes perform at elite levels for more than 60 years, from past legends to today's superstars, such as James Harden, Damian Lillard, Derrick Rose, Andrew Wiggins and Candace Parker.

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