



**THE GREATEST RUNNING SHOE EVER DESIGNED FOR WOMEN - THE ULTRABOOST X -
HAS LANDED**

- Over 100 women from around the world came together to put the industry-defining silhouette to the test across San Francisco's most iconic urban landscapes -
- adidas turned the everyday into epic with each running experience designed to be greater than the last -
- The cutting-edge shoe is designed to empower women to reach their greatest ever -

San Francisco, USA, February 6, 2017: An epic two-day running event – featuring leading athletes and influencers from around the world – to launch the new adidas UltraBOOST X, the latest innovation crafted to give women their greatest running experience ever, concluded in San Francisco today.

More than 100 women took over the streets of San Francisco as they completed a series of running experiences over the two-day event. Each event was designed to be greater than the last through a combination of distance, unique challenges or inspiring locations – and all allowing people to 'run test' the new UltraBOOST X.

During the event, the dynamic group of women conquered San Francisco's most challenging urban environments – from storming up one of the city's steepest streets, completing a gruelling track session at Kezar stadium or a HIIT treadmill work-out to a live DJ set by Hannah Bronfman to pounding the iconic Golden Gate Bridge. The series of once-in-a-lifetime running challenges ensured each guest overcame her own personal barriers.

The group were joined by some of the world's leading athletes and influencers, including the likes of Ana Ivanović, Brie Felnagle, Leah O'Connor, Ally Love, Hannah Bronfman and Robin Arzon – all of which provided expert guidance and encouragement along the way.

Regarding the event concept, Ana Ivanović said:

"The Greater Every Run message is about continual improvement and inspiring women to better themselves physically and mentally every time they run. Witnessing this in action – and getting to test the UltraBOOST X - was truly amazing."



The event was created to provide a unique running celebration for the launch of the UltraBOOST X, a brand-new silhouette developed by the adidas Innovation team who used ARAMIS motion tracking technology to analyse the movement of the body and reveal the exact points where female runners need precise features.

Moritz Hoellmueller, Design Director at adidas, explained the unique new characteristics of the UltraBOOST X:

“We created the distinctive Adaptive Arch - a purposely sculpted midfoot and Primeknit upper which adapts to the changing shape of the foot as she runs. Pairing this with an updated, narrower design of the UltraBOOST heel and Continental Rubber 4-way stretch web outsole designed for the female gait, we created the most innovative running shoe ever designed for women.”

The state-of-the-art adidas UltraBOOST X is complemented by a full UltraBOOST X running outfit. Footwear has a MRRP of € 180 and apparel starts at € 80. Both are available at www.adidas.com/ultraboostx.

Follow the #UltraBOOSTX conversation at @adidasrunning on Snapchat, [Twitter](#), [Facebook](#) and [Instagram](#).

END

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