



BORN FROM CULTURE, EVOLVED FOR RUNNING PERFORMANCE

- THE FIRST-EVER ULTRABOOST LACELESS IS UNLEASHED

- adidas releases the most intuitive UltraBOOST to date and the first laceless high-performance running shoe
- Integrated functionality, simplicity and contouring create a new approach for running footwear innovation
- Advances in Primeknit technology and construction make laceless running a reality



Herzogenaurach, July 27th, 2017: With innovation and creativity at the heart of adidas' DNA, today marks a landmark occasion for the brand which, with the launch of its first-ever laceless performance running silhouette, continues to challenge convention and once again sets new boundaries.

Inspired by running culture, and quickly becoming one of the most iconic and celebrated footwear silhouettes of the last decade, with the integration of a laceless silhouette the UltraBOOST is reimagined for pinnacle performance like never before. Innovations and advances in **Primeknit** construction and yarn engineering have made laceless running a reality. Combined with an energy-returning **BOOST™** sole, urban running creators need not feel tied down or restrained, but are now free to unleash their true greatness.

The integration of form and function defines the UltraBOOST Laceless and serves to simplify and refine the central elements of the silhouette. Taking a new approach to the insights of



Aramis, a motion tracking technology that enables a detailed analysis of the movement of the body, the designers at adidas integrated key support and functionality features to construct a minimalistic and stylish upper that contours the foot, leaving the wearer feeling unstrained, unlaced and free to create.

Stephan Schneider, Senior Product Manager, adidas Running, said: "In removing laces, such a fundamental component of the silhouette, refinement of the remaining core elements was paramount. We reimagined the Primeknit architecture, making it more supportive and compressive to enable runners to feel released and empowered to achieve their full potential. What we have created is the most intuitive UltraBOOST yet and a new chapter in the history of our family."

Primeknit, one of adidas' most famous innovations is central to the design of the UltraBOOST Laceless, and has been through advanced testing and modification to ensure runners are super-dynamic and free to move, but also supported and stable to achieve peak performance. To create a snug, compressive feel, four innovations are key. First and second are the new **sock-like fit** and **collar construction** design which delivers a seamless fit and allows the foot to move in harmony with the upper, as one single unit. Third is the reduced amount of stretch in the knitted upper whilst, finally, a **forged Primeknit band** is integrated around the midfoot to provide support and lockdown, with expansion zones in the forefoot identified by Aramis. These features combine to contour the foot in a supple, supportive and lightweight construction for a smooth and highly responsive ride.

To find out more, please visit: adidas.com/ultraboost.

UltraBOOST Laceless have a MRRP of € 200 and will be available from August 1st in Western Europe and other markets in-store and online at adidas.com/ultraboost. In the US, the UltraBOOST Laceless will be available from September 1st. Follow the conversation at @adidasrunning on Instagram, Twitter and Facebook using #ultraboost.

For questions or more information please contact:

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