

adidas Golf Launches adipure Footwear Collection

Pure Craftsmanship Meets Pure Innovation, Company Delivers Three Refined High-End Golf Shoes

adidas Golf, an industry leader in innovation, technology and performance footwear, has announced the release of a new adipure footwear collection. The collection features three footwear models, the adipure TP, adipure classic and adipure cross. All three golf shoes feature elegant lines, modern classic silhouettes, premium leather and innovative low profile outsoles for the optimal combination of beauty and performance.

The three footwear models were built on a new pureMTO LAST, designed and handcrafted by world-renowned shoe creator Toshiaki Omori. Created with elegant lines, refined shaping, and improved volume in the forefoot, the LAST provides the optimal combination of beauty and performance and is the solid base for constructing the three new golf shoes.



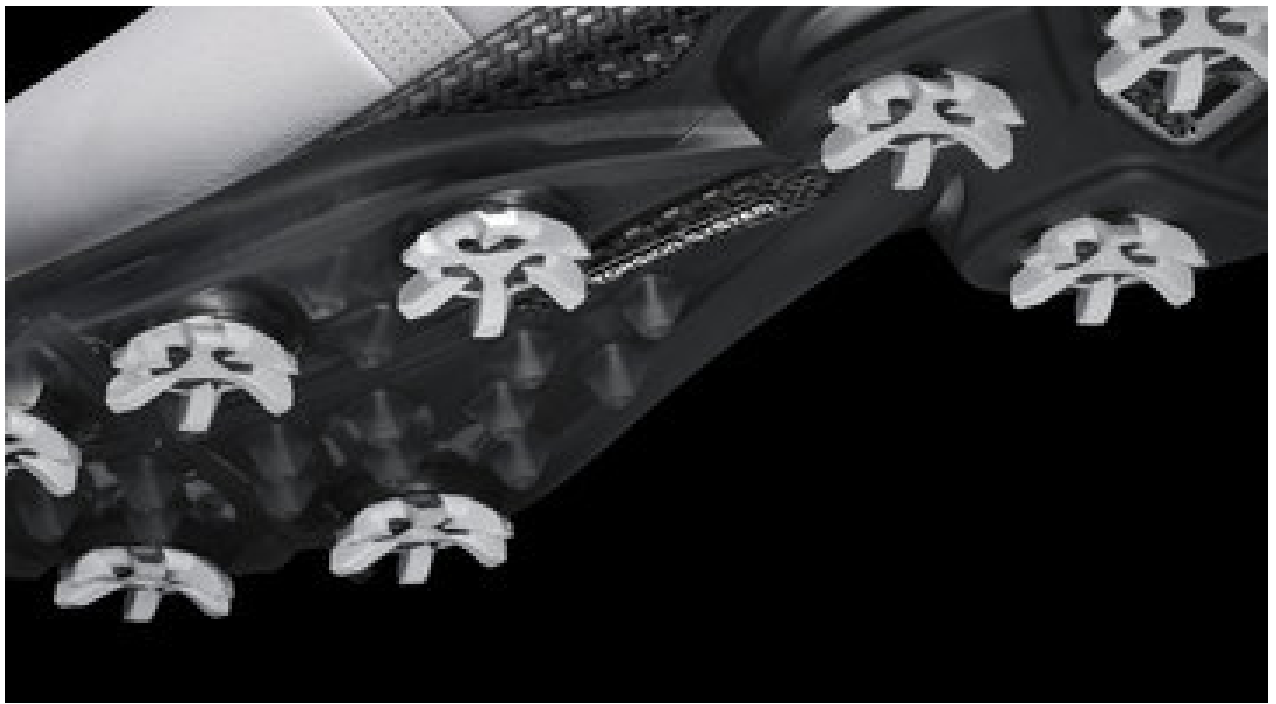
“The adipure collection is our pursuit at combining game changing technologies with old world craftsmanship. We know there is a market for a timeless looking golf shoe, but we also know that advancements in grip, stability and comfort are things golfers can benefit from. This delicate dance between craftsmanship and technology has led us to our new adipure lineup, which sets a new standard for modern classic footwear.”

— Masun Denison, Director of Footwear at adidas Golf

adipure TP

Constructed on the newpureMTO LAST and utilizing a premium ThinSOF hand finished leather upper with climaproof® technology, the adipure TP features a Glassfiber Torsion System placed strategically from midfoot to heel to provide enhanced torsion control, support and stability during the swing. The revolutionary new puremotion® midsole and outsole construction with poured PU provides exceptional cushioning and longlasting comfort. A 10-spike configuration features heat map traction placement and thintech® low-profile technology for improved traction, while Stealthcleats offer a greater surface area contact and improved green friendliness.







adipure classic

Also using the newpureMTO LAST and ThinSOF leather upper with climaproof technology, the adipure classic is constructed with the same revolutionary puremotion midsole and outsole, now with soft EVA cushioning in the heel for lightweight and longlasting comfort. A 7-spike configuration, thin tech low profile TPU outsole and Stealth cleats provide improved stability and tour-proven traction.

adipure cross

Featuring the same premium ThinSOF leather upper with climaproof technology and built on the new pureMTO LAST, the adipure cross has a soft EVA midsole and a low profile spikeless adiwear™ rubber outsole featuring puremotion flexibility for a great combination of cushioning, durability and versatility.

“This new line of adipure footwear has been meticulously redesigned from the inside out. Throughout the manufacturing process, the footwear goes through more touch points than any other shoe in our line. The result is a premium, elegantly designed golf shoe with rich detail and an uncompromised fit and feel. The adipure collection compliments the rest of the footwear line and is consistent with our adidas Golf standard in terms of game-changing performance and technology.”

— Jeff Lienhart, executive Vice President of adidas Golf

Available now, the adipure TP is available in three colorways: Black/Dark Silver Metallic, White/Dark Silver Metallic and Redwood/Dark Silver Metallic at an MSRP of \$250 USD; adipure classic is available in four colorways: Black/ Silver Metallic, White/Dark Metallic, Cognac Brown/ Silver Metallic and Clear Onyx/ Dark Silver Metallic at an MSRP of \$170 USD; adipure cross is available in three colorways: Black, White and Redwood at an MSRP of \$200 USD.

For more information on the adipure collection, visit adidasgolf.com, and join the conversation on [Twitter](#), [Facebook](#) and [Instagram](#) for more exclusive content.

Images and video can be downloaded [here](#)



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ABOUT ADIDAS GOLF

About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

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 and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.



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