


BrandtSnedeker Wins Farmers Insurance Open Wearing adidas TOUR360 BOOST

adidas Golf's Newest Footwear Secures First Win in Company's Backyard

Carlsbad, Calif. (February 1, 2016) – Brandt Snedeker wins Farmers Insurance Open at Torrey Pines Golf Course in San Diego, CA while wearing the new adidas Golf TOUR360 BOOST, three weeks after the footwear global launch.

Building on 10 years of innovation, TOUR360 BOOST incorporates the latest footwear technologies, including full-length BOOST™ cushioning, an improved 360WRAP, and a dual-density 10-cleat puremotion® TPU outsole to deliver the next advancement in the iconic, game-changing TOUR360 franchise.

Available now, the TOUR360 BOOST is offered in six colorways and in medium or wide widths in the US at an MSRP of \$200 USD.

 TOUR360 BOOST Images

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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 one of the global leaders within the sporting goods industry, offering a broad range of products around the core brands: adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group has more than 53,000 employees and generated sales of EUR 14.5 billion in 2014.



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