

adidas Golf Celebrates Canada with New TOUR360 BOOST

Woodbridge, ON. (June 9, 2016) – adidas Golf, an industry leader in innovation, technology and performance footwear, announced today the release of the new TOUR360 BOOST Canada golf shoe, an extension in the popular TOUR360 franchise.



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 this iconic, game-changing franchise. In the iconic white and red Canada colours, the TOUR360 BOOST Canada golf shoe features white and red stripes on the 360WRAP, a maple leaf on the heel and a maple leaf collage insole.



"We are excited to launch our new limited Edition Tour 360 BoostCanada shoe in the Canadian marketplace. We believe that this product and its unique design influences, are the perfect combination of form and function, blended thoughtfully with a sense of national pride. After all, with amongst the highest golf participation rates on the planet, it's clear that Canadian golfers love this game. We just added a touch of patriotism just in time for Canada Day and the Summer games." said David Bradley, Managing Director, TaylorMade-adidas Golf Canada.

The TOUR360 BOOST Canada golf shoe will be available in limited quantities as of June 9th in white with red, and will ship complete with a unique maple leaf shoe bag.

#GEAREDFORMORE

For more information on TOUR360 BOOST, visit adidasgolf.ca, and join the conversation on [Twitter](#) and [Instagram](#) for more exclusive content.

ABOUT ADIDAS GOLF CANADA

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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