

## adidas Golf Celebrates 10 Years of TOUR360 Franchise with TOUR360 BOOST Footwear

Re-Engineered 360WRAP, Full-Length BOOST™ Cushioning Technology Headlines adidasGolf's TOUR360 BOOST Footwear



*"I've always been a fan of the TOUR360 footwear. I have great memories wearing them during key wins throughout my career, and I can't wait to get them back on my feet and wear the TOUR360 BOOST next season. „*

— Dustin Johnson, PGA Tour Professional & adidas Golf Ambassador

**Basingstoke, Hants. (11December, 2015)** – adidas Golf, an industry leader in innovation, technology and performance footwear, announced today the release of the new TOUR360 BOOST, the next generation in the popular TOUR360 franchise. 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 this iconic, game-changing franchise.

First introduced in 2005, the original TOUR360 revolutionised golf footwear with never before seen performance and style. Named after its iconic 360WRAP, a midfoot support system that entirely surrounds the foot for exceptional stability, TOUR360 footwear has recorded 38 PGA TOUR victories and since its inception has sold more than 2 million pairs of various models from the franchise around the world. TOUR360 BOOST is the next iteration in delivering the latest in comfort and performance innovation that golfers have come to expect from the TOUR360 franchise.

TOUR360 BOOST features full-length BOOST™ cushioning in the forefoot and heel for maximum comfort and a re-engineered, lighter and more flexible 360WRAP saddle to allow for greater adjustability and adaptability. For the first time, the 360WRAP combines with a full-length outsole, made possible by a new TORSION TUNNEL technology that provides independent flexibility and control between the heel and the forefoot with the added benefit of enhanced arch support and traction.

An advanced dual-density 10-cleat outsole features a harder perimeter TPU to house strategically-placed CenTraXion and thintech® cleats and enhance lateral stability; while a softer thinner interior TPU allows for BOOST™ expansion and unparalleled comfort. The new heel shape inspired by adidas training and running categories, features an s-curve which follows and adapts to the natural contour of the foot for improved fit, while ETC lining material reduces friction, moisture and heat – delivering the optimal shoe climate for maximum comfort. Built on a Tour Performance Last for improved fit and comfort in the forefoot, the upper is made of premium leather and features climaproof® technology for a rich look, a soft and comfortable feel, and lasting protection and durability.

In February, the TOUR360 BOA BOOST will become available and will feature our most advanced use of a BOA® Closure System, an incremental pull and push structure located on the top centre tongue. The BOA®-integrated 360LOOP connected to the 360WRAP enables fast and easy micro-adjustability for a customisable and comfortable fit.





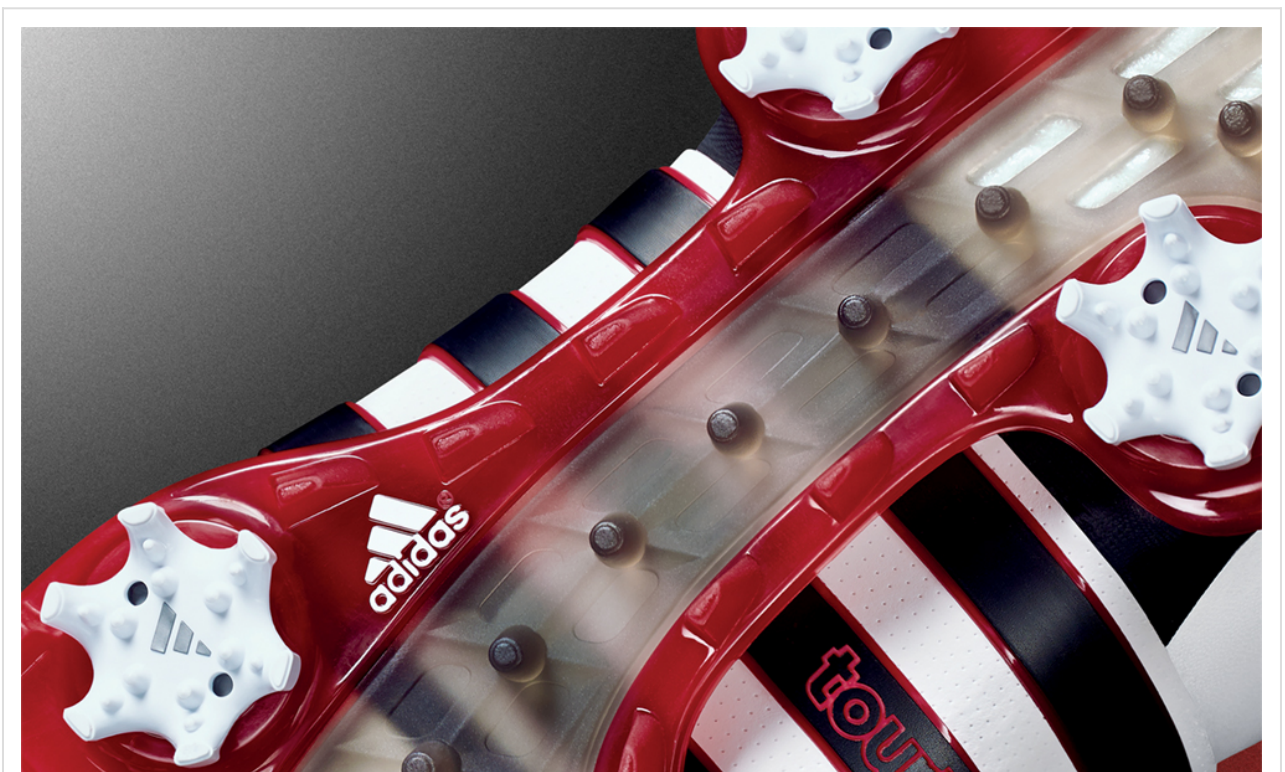


*“TOUR360 broke ground when it hit the market in 2005. Our challenge in creating the next generation was living up to the TOUR360 name. We took everything we’ve learned in the last 10 years including visual cues from prior models while utilising materials and construction innovation to take the TOUR360 BOOST to the next level. It’s a culmination of years of technology, testing, insights and athlete feedback.,”*

— said Masun Denison, Director of Footwear, adidas Golf

### Pricing and availability

Available 8th January, 2016, the TOUR360 BOOST will be offered in six colourways and in medium or wide widths at an RRP of £139.99 / 199€ / 2.000SEK / 1.900NOK / 1.600DKK / 240CHF. TOUR360 BOA BOOST, will be available 1st February, 2016 in three colourways at an RRP of £159.99 / 229€ / 2.300SEK / 2.100NOK / 1.800DKK / 270CHF.





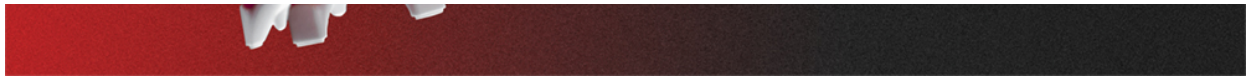












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#### ABOUT EUROPE

##### **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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