

TOUR360 BOA BOOST Now Available

Basingstoke, HANTS (9th February, 2016). Following the hugely successful release of the adidas TOUR360 BOOST, the TOUR360 BOA BOOST is now available and features the most advanced use of a Boa® Closure System, an incremental pull and push structure located on the top centre tongue. The product teams at adidas Golf and Boa® collaborated together for 18 months as the footwear was being developed and worked seamlessly integrate the Boa® 360LOOP to the 360WRAP to enable fast and easy micro-adjustability for a customisable and comfortable fit.



"The partnership with Boa® is exciting because we push each other to the limits to find new and

innovative ways to incorporate Boa® technology into adidas Golf footwear. The ultimate goal is to take performance to the next level.”

— Masun Denison, Director of Footwear at adidas Golf

The BOA dial is strategically placed on the top of the foot for maximum ease of use and discretion. Unlike other iterations of BOA golf shoes with the dial placed on the heel, the TOUR360 BOA BOOST enables the shoe to be tightened and loosened in a natural fashion, whilst preventing snagging on the trouser.

The TOUR360 BOA BOOST features the same features and benefit of the TOUR360 BOOST (premium leather upper with climaproof technology, full-length boost™ midsole foam, duel-density 10-cleat puremotion® TPU outsole with CenTraXion and thintech® cleat, TORSION TUNNEL) and uses Boa®’s nylon-coated NC722 laces, which weaves together 49 strands of stainless steel lace, incorporated into the iconic 360WRAP.







The laces and 360WRAP are connected together via a new innovative 360loop guide and an IP1 Boa® dial offers infinite levels of adjustment, allowing players to release or increase tension one click at a time. The TOUR360 BOA BOOST is the only footwear in the golf market that features the IP1 Boa® dial. The TOUR360 BOA BOOST provides unmatched support, stability, comfort and performance for golfers.

Available in store now in three colours, the adidas GOLF TOUR360 BOA BOOST is priced at: £159.99 / €229 / 2,300SEK / 2,100NOK / 1,800DKK / 270CHF.

For more information, please visit: <http://adidasgolf.eu/>



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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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