

adidas Golf Debuts TOUR360 PRIME BOOST Footwear

Tour Validated TOUR360 BOOST Now with Breathable, Lightweight Primeknit Technology

BASINGSTOKE, Hants. (1 June, 2016) – adidas Golf, an industry leader in innovation, technology and performance footwear, announced today the release of the new TOUR360 PRIME BOOST, featuring adidas Primeknit technology – a seamless knitted upper for revolutionary breathability and stretch to maximise comfort and performance.



First debuted by Sergio Garcia during The Masters, the TOUR360 PRIME BOOST will be available in limited quantities beginning today, 1st June, in two colourways: white/shock blue/mineral blue and Core Black/Power Red/white.



“With six wins on Tour and one of the best selling shoes at retail since the January launch, the TOUR360 BOOST has helped adidas Golf increase its market share by 21% and strengthen the #2 position in overall footwear market share.”*

— Masun Denison, Director of Footwear, adidas Golf

Superior performance is paramount in the TOUR360 PRIME BOOST, which features Primeknit fabrication with 50/50 PROTECT for water resistance in the lower half of the footwear. Full-length BOOST™ in the forefoot and heel provide energised cushioning and comfort, a lighter and more flexible 360WRAP saddle allows for greater adjustability and adaptability, and the new S-curve heel shape which follows the natural contour of the foot, make the TOUR360 PRIME BOOST the ultimate in style, comfort and performance.



"The TOUR360 PRIME BOOST is the first men's performance golf shoe to utilise the Primeknit technology, which has seen incredible success for the adidas Group, and is used in some of its best performing and most iconic footwear, including the Ultra Boost and NMD. We were inspired by the look, comfort, breathability and overall performance this knit material offered and are happy to bring it to golf."

— Masun Denison, Director of Footwear, adidas Golf

Like the TOUR360 BOOST, the new footwear uses advanced dual-density 10-cleat puremotion® TPU outsole with CenTraXion and thintech® cleats for improved stability and grip. A new TORSION TUNNEL provides independent flexibility and control between the heel and forefoot with enhanced arch support and advanced green friendliness, and the fitfoam® GEO collar and tongue foam to deliver enhanced cushioning and comfort and finally, etc. lining material to reduce friction, moisture and heat, and helps maintain the optimal shoe climate for maximum comfort.

Available now, the TOUR360 PRIME BOOST comes in two colourways in the Europe -
RRP £149.99 / €229 / 2.200SEK / 2.000NOK / 1.700DKK / 250CHF.

www.adidas.com/golf

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**Market Share information is based on Golfdatatech UK Retail Audit (golfdatatech.com) – On/Off Course Combined GB£ share from January – April 2016*

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 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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