

adidas Golf Announces Limited Edition adicross Bounce “Niuhi” ahead of Hawaii Swing

CARLSBAD, Calif. – (December 28, 2017) – A new year means a new chance to win, and like sharks seeking out their prey, PGA TOUR professionals are hungry to get back in the winner’s circle. Today adidas Golf is announcing a limited edition version of the adicross Bounce – the Niuhi – ahead of the Sentry Tournament of Champions in Hawaii that symbolizes that shark-like desire these players possess to stand alone atop the leaderboard.

The unique design is inspired by one of the most well-known animals to swim off the coastlines of Hawaii, the Tiger Shark, or “niuhi” in Hawaiian. With a distinct grey colorway that includes subtle nods to the stripes of a Tiger Shark, the shoe also is highlighted by red accents on the heel and tongue to represent the pure strength, power and determination that both sharks and tour pros possess. The shoe looks to reflect that spirit of competition that lies within the best players in the world.

“We wanted to design a shoe that embodied a player’s insatiable hunger to win,” said Masun Denison, global footwear director, adidas Golf. “As players head to the islands of Hawaii at the start of the year, the shark became a natural part of the design; not just because this area is one of their natural habitats, but also because the hunger they possess can be similar to these players seeking a win on tour - especially after already having a taste of victory.”

All versions of the adicross Bounce feature an offset wrapped saddle made of microfiber leather that includes multiple eyelet rows for customizable lacing. This feature gives players the opportunity to adjust the amount of support they need for their individual swing.

The shoe also includes a rubber non-marking spikeless outsole that features 181 strategically-placed lugs to provide golfers with optimal grip and green-friendliness, but also give them the option of wear-anywhere versatility.

The midsole of the adicross Bounce also touts full-length bounce™ foam, engineered specifically for golf, featuring dramatic grooves for enhanced cushioning, comfort and stability. The midsole for this limited edition takes on the shading of a shark’s underbelly, slowly fading from grey to white.

The limited edition adicross Bounce Niuhi ($140 USD) will be available for purchase exclusively on [adidas.com](https://www.adidas.com/us/adicross-bounce-shoes/AC8212.html) beginning January 4 at 8:00 a.m. PT, but other colorways of the adicross Bounce ($120 USD) will be available on January 1.