



ADIDAS UNVEILS EVOLVED ULTRABOOST AND ULTRABOOST X SILHOUETTES, FEATURING A BRAND-NEW PRIMEKNIT CONSTRUCTION

- UltraBOOST and UltraBOOST X provide athletes with the confidence and creative drive to be their best self, through endless energy return
- adidas Running enlists professionals Dominique Scott-Efurd, Nethaneel Mitchell-Blake and UK ambassador Adrienne to front the SS18 campaign
 - Driven by innovation and aesthetic, the silhouettes feature an updated PrimeKnit construction for enhanced comfort and support and an industry-defining BOOST™ midsole

Herzogenaurach, February 13th, 2018 – adidas Running releases new pinnacle performance innovations, the updated UltraBOOST and UltraBOOST X, designed to push the boundaries of running technology and provide the ultimate running experience. Fusing the past and future, as well as adidas' most advanced technologies, the new silhouettes are engineered for unparalleled movement, precision and fit.

To support the new footwear, adidas Running presents **Energy From The Ground Up** – a campaign designed to celebrate the raw, unfiltered emotions and energy of a runner's journey, before, during and after they run. Featuring global sports talent including South African long-distance runner **Dominique Scott-Efurd**, sprinter **Nethaneel Mitchell-Blake** and ambassador **Adrienne**, both from the UK, the campaign aims to inspire runners with the confidence and inspiration to run to rise.

For SS18, the design approach has informed new features which are inspired by the best in previous UltraBOOST models. In the UltraBOOST, the ventilation holes of the original UltraBOOST return to the upper across the foot's key sweat zones – the cage and forefoot. Combining this with a newly developed **PrimeKnit** composition, designed for reduced stretch to provide runners with a prime fit and additional support, the brand-new UltraBOOST is a truly unique proposition. The silhouette also features a high-tech **Fit Counter** integrated within the heel to enable free movement of the Achilles tendon whilst complementing the built-in **BOOST™** midsole, providing the wearer with adaptability, cushioning and energy return.

The UltraBOOST X takes learnings from the UltraBOOST Uncaged and the adizero Sub2 running silhouette, in which the cage and support features moved to the inside to give the silhouette a sleeker aesthetic for women. Fusing this aesthetic with modern, female-specific design features, including the **Adaptive Arch**, which permits the **PrimeKnit** Upper to mould to any foot whilst



moving in sync with the wearer's running style, the UltraBOOST X guarantees style and function. The integration of a purposely sculpted **BOOST™** midsole complements the **Adaptive Arch** design, allowing the elements to work together to provide enhanced support and cushioning. A 3D **Sculpted Heel Counter** is also designed to allow the Achilles tendon to flow vertically whilst keeping horizontal movements on lockdown.

Stephan Schneider, adidas Running Senior Product Manager, said, "As an open source brand, we are able to listen to the consumer, take on board what they like and dislike about each Ultra model, and use this insight to constantly evolve and change our products to meet their needs. This approach led us to create the brand-new construction of the PrimeKnit Upper, which fuses our consumers' favourite features of the old – the ventilation holes of the UltraBOOST OG – and new – the knitted upper of the UltraBOOST, creating something totally new and unique for our global running community."

The UltraBOOST is available in two colourways, for men and women. The UltraBOOST X is available in grey and comes with a blue heel counter.

To find out more, please visit: adidas.com/UltraBOOST.

UltraBOOST and UltraBOOST X have an MRRP of €180 and will be available online (adidas.com/UltraBOOST) from February 21st and in adidas stores worldwide from February 28th. Follow the conversation at @adidasrunning on Instagram, Twitter, Facebook and Youtube using #UltraBOOST.

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