adidas Golf Unveils New Models for Flagship TOUR360

CARLSBAD, Calif. (March 1, 2018) – New models are here for adidas’ most iconic shoe in golf. Today adidas Golf announced new members to the TOUR360 lineup – the TOUR360 Knit and TOUR360 EQT BOA. Both embody the performance standards that set the TOUR360 apart from any shoe in the market, while still bringing new technologies that make each shoe unique.

The newest of the two models, the TOUR360 Knit, brings adidas’ Primeknit technology to the flagship shoe. The all-Primeknit upper offers golfers an unmatched aesthetic when it comes to style, but unseen benefits are the breathability and stretch that it gives players for even more comfort and performance. The traditional collar opening is also replaced with a sock-like, rib-knit material, providing golfers superior comfort, no matter how many holes they play. Through advanced construction techniques, the shoe also offers a one-year waterproof guarantee, something unparalleled when it comes to Primeknit technology. Some other key highlights to the TOUR360 Knit:

* Full-length BOOST™ midsole for unrivaled cushioning and endless energy
* 50/50 PROTECT – a special film around lower-half to provide an added layer of protection against the dew on those early mornings
* External TPU stripe, coupled with internal SPRINTSKIN™ for ultimate reinforcement and unparalleled fit and support around the midfoot
* Advanced, dual-density 10-clear puremotion® TPU outsole with strategically placed CenTraXion and new thintech® EXP cleats for improved stability for where golfers need it most
* fitfoam® PU sockliner provides additional support, cushioning and comfort
* TORSION TUNNEL provides independent flexibility and control between the heel and forefoot while giving the wearer enhanced arch support and improved green friendliness
* 90-day comfort guarantee

For players interested in BOA® technology, the TOUR360 EQT BOA changes the game by offering the most-advanced BOA closure system on the market. The IP1 incremental pull-and-push system allows players even more customizable adjustability, meaning they can get dialed-in to their exact foot shape to keep them even more locked-in throughout the round. The key feature that sets the TOUR360 EQT BOA apart is that this system allows for tightening around both the midfoot and entire heel of the shoe, providing unmatched stability throughout the golf swing. Some other highlights of the TOUR360 EQT BOA:

* New TPU top plate which wraps higher in the saddle and heel for increased stability and performance
* Full-length BOOST midsole for unrivaled cushioning and endless energy
* Premium leather plus microfiber upper with climaproof® technology
* SPRINTSKIN™ around the top of foot for additional stability within the shoe
* Advanced, dual-density 10-clear puremotion® TPU outsole with strategically placed CenTraXion and new thintech® EXP cleats for improved stability for where golfers need it most
* TORSION TUNNEL provides independent flexibility and control between the heel and forefoot while giving the wearer enhanced arch support and improved green friendliness
* Microfiber heel lining adds additional durability while providing a contemporary look
* Two-year waterproof warranty
* 90-day comfort guarantee

“By taking our TOUR360 formula and incorporating both Primeknit and BOA technology in revolutionary ways, we’re able to offer new and fresh looks that extend our TOUR360 franchise,” said Masun Denison, global footwear director, adidas Golf. “Both models are a mixture of style and functionality, while still carrying the superior technology that players everywhere come to expect from the TOUR360 name.”

The TOUR360 Knit ($180) and TOUR360 EQT BOA ($230) are available now on [adidas.com](http://www.adidas.com/us/men-golf-shoes?cm_sp=SLOT-3.1_GOLF_CLP_GOLF_HOME-_-TEASER-MEN-SHOES-_-CTA-SHOP-MEN-SHOES) and at select retailers worldwide.

*\*BOA is a registered trademark of Boa Technology, Inc.*

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