

**adidas Golf Unveils Special Edition Black BOOST Colorway**

CARLSBAD, Calif. – (March 19, 2018) – adidas is changing the way that BOOST™ technology appears on the golf course. Today, adidas Golf announced the availability of a special edition colorway for select models – TOUR360, TOUR360 Knit and Crossknit 2.0 – that all feature black BOOST, the first time colored BOOST has appeared in golf. To celebrate, adidas athletes competing at the WGC-Dell Technologies Match Play this week will be unveiling select footwear models during tournament play on Thursday with an all-black head-to-toe look.

The traditionally white BOOST midsole that players are used to seeing in adidas Golf footwear will be coated with color, in this case black, giving the shoes an even more aesthetically clean and uniform appearance. To go along with the special BOOST colorway, the uppers in these select models will also be black, which paired with the black BOOST midsole and black outsole produces a triple-black monotone look.

“BOOST changed the game for players when we brought it into our golf category,” said Masun Denison, global footwear director, adidas Golf. “Now with the introduction of this special edition colored BOOST, golfers can add another style option to their lineup while still enjoying the benefits that only BOOST can deliver.”

The BOOST technology, proprietary to adidas in partnership with BASF, provides cushioning in the form of highly elastic thermoplastic urethane (TPU) pellets that are then fused together with heat and molded into the midsole shape for each specific model. There are numerous benefits that BOOST offers, but incredible energy return, unmatched cushioning and comfort along with long-lasting durability are the key highlights that players everywhere enjoy. Playing the game and walking the course is now more comfortable than ever before.

The special edition black BOOST colorway is available now and will only be featured in adidas’ popular TOUR360 family - the TOUR360 ($210) and TOUR360 Knit ($190) – along with the Crossknit 2.0 ($160) as part of the adicross line. All shoes will be available while supplies last at [adidas.com](http://www.adidas.com/us/men-golf-shoes) and at select retailers worldwide.

**About adidas**

adidas is a global leader in the sporting goods industry with the core brands adidas and Reebok. Headquartered in Herzogenaurach/Germany, the company employs almost 57,000 people across the globe and generated sales of around € 21 billion in 2017.