



**CREATED FOR ATHLETES WHO TAKE THEIR SPORT TO A LEVEL BEYOND,
ADIDAS RELEASES THE NEXT GENERATION OF THE ALPHABOUNCE**

- **adidas Running challenges athletes to use running to gain an edge in their sport with the second chapter of the 'Run The Game' campaign**
- **After a release in January, the campaign features Gareth Bale, Caroline Wozniacki, Damian Lillard, James Harden and Beauden Barrett.**
- **Supportive, stable and durable – the AlphaBOUNCE Beyond is built for athletes who run to take their game to the next level**
- **Featuring new Aramis-inspired one-piece FORGED Mesh Upper for dynamic support and stability across linear and lateral training movements**

Herzogenaurach, March 27, 2018 – Today, adidas Running released the evolved **AlphaBOUNCE Beyond**, a silhouette built to enable athletes to break beyond their potential and experience limitless performance.

Fusing progressive design, leading functionality and aesthetics, the silhouette is designed for athletes who dominate the game and use running as a training tool to become the best on the field. To celebrate this and challenge the Alpha athlete to incorporate more running into their training to gain a competitive edge, adidas Running has created the '**Run The Game**' campaign. The second phase of the star-studded launch features adidas' most elite athletes including Real Madrid football player **Gareth Bale**, tennis world number 1 and 2018 Australian Open champion **Caroline Wozniacki**, three-time US All-Star team basketball player **Damian Lillard**, Houston Rockets basketball player **James Harden** and All Blacks fly-half **Beauden Barrett**.

Caroline Wozniacki, Australian Open 2018 Champion, said, "Running is central to my movement and it's what gives me the advantage when I compete. Through incorporating more running into my training off the court, I have seen the difference in my form on game day. With the AlphaBOUNCE Beyond I feel confident that I have trained in ways that will help me take control of the game when it matters the most."

Engineered for power, speed and conditioning, the AlphaBOUNCE Beyond incorporates adidas' most innovative technologies and materials which combine to provide three key benefits for athletes: **fit, feel and transition**.



SUPERIOR FIT is given due to a new **one-piece FORGED Mesh Upper**, a breathable engineered mesh upper with FORGED zones, designed using Aramis technology and oriented to provide dynamic support and stability for linear and multi-directional movements. Perfect for athletes who need to change direction and react quickly on the pitch.

ENHANCED FEEL is delivered through a **Stretched BOUNCE Midsole**, a high-performance, lightweight EVA midsole that has been purposely stretched to accommodate movement in any direction. This combines with an **Extended Heel Support** system that hugs the heel and midfoot for enhanced stability and a 'locked-in' feel upon first step-in, so athletes feel supported and stable as they influence the game.

ULTIMATE TRANSITION is integrated by a **Continental Rubber™ Outsole** which provides the ultimate durability for athletes against wear and tear, in addition to superior traction on wet and dry surfaces. This traction allows athletes to grip the floor as they change pace and direction during the game.

The AlphaBOUNCE Beyond has a MRRP of €100 and will be available online from March 29 and in adidas stores worldwide from 5 April 2018. To find out more, please visit: www.adidas.com/alpha_bounce

Follow the conversation at @adidasrunning on Instagram, Facebook and Twitter and using #AlphaBOUNCE

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