**adidas Unveils AM4NYC, The Newest Shoe Assembled at SPEEDFACTORY ATLANTA**

**- AM4NYC is the newest running shoe in the AM4 city series, following last year’s AM4LDN, AM4PAR and AM4LA 747 releases -**

**- Extensive adidas sports science data was used to develop AM4NYC as a fast and lightweight shoe for city runs -**

**- With SPEEDFACTORY’s advanced technology, AM4NYC has been digitally perfected to offer unmatched precision in fit, comfort, and movement -**

**- AM4NYC will be available for purchase on April 26, 2018 and available for try-on at the SPEEDFACTORY Lab Experience in Brooklyn, NY April 26 and 27 -**

**Herzogenaurach, Germany, April 25, 2018 -** Tomorrow, adidas will release AM4NYC, the latest in a series of high performance running footwear produced in the brand’s digital and automated SPEEDFACTORY facilities.

To celebrate the launch, adidas is opening up a SPEEDFACTORY Lab Experience in Brooklyn, New York City for the public get a glimpse of the future of creation with the brand and find out more about SPEEDFACTORY. Inside, guests will be able to receive custom, private footscan data to learn more about their perfect fit, receive individual, shareable content tied to AM4NYC, and test run with the shoe through an interactive experience.

With the intention of creating a specialized and fast running shoe for crowded urban areas such as New York City, adidas knew that urban runners needed a design solution that provides the agility and stability required to round corners and change directions with speed. To achieve this, adidas analyzed years of aggregated sport science data on running movement, then used this data to design a specialized fit which provides maximum heel and midfoot lock down with minimal weight.

This data-driven upper design was then verified with local expert runners, including Adam Francique and Jessie Zapo (captains of adidas Runners NYC), before being brought to life at SPEEDFACTORY Atlanta. Through a unique process of fit programming, tension patches are digitally mapped onto the shoe upper, puzzling together varying stretch and stiffness for a precise fit that delivers the best stability and agility.

Aside from the programmed upper, AM4NYC also features:

**Floating Torsion Bar – for effortless movement**

adidas’ iconic Torsion system redesigned and digitally embedded to “float” inside the sole without stiffness of adhesives. Precisely balancing flexibility with stability for best heel to toe transition.

**Fused Bonding Construction- for direct comfort**

Precise digital bonding of sole to upper eliminates glue, giving you the most direct experience of BOOST comfort.

**BOOST- for energy return**

BOOST is our most responsive cushioning ever: The more energy you give, the more you get.

**Ben Herath, VP Design for adidas Running, said:**

“The AM4NYC shoe demonstrates the potential of adidas SPEEDFACTORY to set a new benchmark for performance products by using an advanced digital and data-driven processes, and bringing in local runners to be a part of this future of footwear creation,”

“This latest launch in the expanding product portfolio of SPEEDFACTORY is a testament to our team successfully challenging conventional ways of design and production, embracing technology to evolve our work, and pushing boundaries on the performance of running footwear.”

AM4NYC goes on sale together with AM4LDN 1.1, and AM4PAR 1.1 at adidas’ New York City 5th Avenue flagship store, (565 5th Avenue), the brand concept store on Broadway (610 Broadway), as well as via adidas.com, and select retailers on Thursday, April 26, 2018. It will retail for $200 USD. New iterations of AM4LDN and AM4PAR will also release simultaneously.

For more information visit adidas.com/speedfactory.

**- ENDS -**

**NOTES TO THE EDITOR**

**ABOUT SPEEDFACTORY**

adidas SPEEDFACTORY is a digitally automated, hyper-flexible shoe factory that can be placed anywhere in the world. It enables us to combine speed in manufacturing with the flexibility to rethink conventional processes, and give the consumers what they want, when they want it. adidas SPEEDFACTORY is heralding a new era in footwear crafting – providing greater precision, athlete data-driven design opportunities, and high performance.

It also enables accelerated speed to market - 3x faster than the standard production times—allowing for quicker response time to trends and shifts in the marketplace, which ultimately allows us to satisfy our consumers’ expectations with greater speed and precision.

There are currently two SPEEDFACTORY locations in the world- one in Ansbach, Germany and the other in Atlanta, USA.

**ABOUT AM4 CITIES SERIES**

The first collection of high performance running footwear made with SPEEDFACTORY. Sports data-driven design and verified with local runners from London, Paris, New York City, Los Angeles, Shanghai, and Tokyo. The first release, AM4LDN was launched in October 2017.