adidas Golf Unveils New adipower Footwear

CARLSBAD, Calif. – (October 1, 2018) – Some new adidas Golf shoes are hot off the press. Literally. Today, adidas announced a change to the adipower family of footwear that incorporates a new forging process as part of the design to provide extra stability for golfers throughout the swing. The new adipower footwear includes a spiked version for both men and women (adipower 4ORGED) and a spikeless version for men (adipower 4ORGED S), available now for golfers everywhere.

Based on consumer research where adidas looked at how weight shifts in the feet during the golf swing, they utilized a new technique to provide more stability for golfers without the need to add additional material to the shoe. The process, called forging, targets the areas where golfers need more stability and then heat-presses those materials in that portion of the shoe. The resulting heat press then hardens the material in these specific areas to not only provide extra lateral support, but also give the shoe a creative design aesthetic. It also helps keep the overall weight of the shoe down, meaning even more comfort for those who wear it.

“Anytime we can keep a shoe lighter without sacrificing the technology golfers need to play their best is a huge win,” said Masun Denison, global footwear director, adidas Golf. “The forging process is so efficient. It’s just another piece that make this such a high performing shoe, which is what golfers expect from us.”

All versions will continue to feature adidas’ BOOST™ technology in the midsole, which gives players more energy return and is touted as the best cushioning in the game.

Both the adipower 4ORGED (MSRP $140) and adipower 4ORGED S (MSRP $130) come with a one-year waterproof warranty and are available online at [adidas.com](http://www.adidas.com/us/golf) 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.