



ADIDAS 4D REDEFINES RUNNING FOR YOUR SPORT WITH ALL-NEW FW18 ALPHAEDGE 4D

- **ADIDAS 4D is a revolutionary midsole designed to yield the most intuitive energy return ever experienced in performance footwear**
- **Sleek white Primeknit upper, woven using FORGEFIBER technology for a seamless second-skin fit**
- **Durable Continental rubber outsole built to provide superior grip and traction, in any condition or terrain**
- **ALPHAEDGE 4D launches globally from November 17th 2018**

Herzogenaurach, Germany, November 14th 2018 – adidas today announces the global launch of ALPHAEDGE 4D, engineered with the ADIDAS 4D midsole, for controlled energy return and breathable cushioning during intensive training runs.

Klaus Rolshoven, Director of Future Design, at adidas said:

“ADIDAS 4D is our most ambitious midsole to date. What started out as a conceptual FUTURECRAFT innovation, has not only allowed us to completely re-think our manufacturing processes, but to create a data-driven experience that breaks new ground in performance capability and comfort.”

ALPHAEDGE 4D features a sport-inspired geometric lattice structure, that provides stability, support and pin-point energy return, precisely where needed during the most challenging training run or workout.

The new ALPHAEDGE 4D FW18 model features:

ADIDAS 4D

For exact, controlled energy return - the intricate lattice structure and responsive cushioning absorbs pressure from any angle and returns energy, propelling the foot forward and supporting movement where needed.



INFORMATION

The ADIDAS 4D midsole is printed with light and oxygen, using Digital Light Synthesis™, a technology pioneered by Carbon (partnership first announced in April 2017). Carbon's proprietary Digital Light Synthesis™ is a breakthrough technology that uses digital light projection, oxygen-permeable optics and programmable liquid resins to print high-performance, durable polymeric products.

The technology uses data to translate the needs of a performance category, and eventually individual athlete or consumer, with the required movement, cushioning and stability directly in to a midsole.

Primeknit upper, with FORGEFIBER

A super-lightweight upper that encases your foot in a seamless sock-like fit - providing the support and comfort needed during sharp lateral movements and tight turns. Each thread is individually constructed millimeter by millimeter with FORGEFIBER - a process using TPU-coated yarn, that maximizes performance when stitched at various angles and layers for ultimate strength in motion.

Continental outsole

The Continental rubber outsole draws on 140 years of Continental tire technology and research - with engineered traction zones to support deeper cuts and faster acceleration, regardless of surface terrain or weather.

ALPHAEDGE 4D FW18 launches globally across adidas.com, the adidas app and select retailers from November 17th 2018 - RRP \$300.

For more information visit adidas.com.

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NOTES TO EDITORS

ADIDAS 4D

adidas is producing ADIDAS 4D products at scale - from very limited numbers at launch in April 2017, to more than 5,000 pairs by the end of 2017 and 100,000 pairs by the end of 2018.

CARBON:

www.carbon3d.com