

**adidas Golf Introduces Waterproof TOUR360 XT Primeknit**

CARLSBAD, Calif. (Sept. 2, 2019) – adidas is continuing to push the boundaries in golf footwear. Today, adidas Golf unveiled the TOUR360 XT Primeknit, which features a waterproof knit upper, giving players a new level of comfort without sacrificing any performance on the course.

Golfers want a shoe that is comfortable above anything else. When they walk off the 18th green, they want their feet to feel as fresh as they did when they stepped onto the first tee. The premium knit upper in the TOUR360 XT Primeknit ($180) gives players a soft feel every time they play. Beyond the comfort, the special yarns that make up the upper of the shoe are designed to repel water (one-year waterproof guarantee), keeping feet dry while still giving players breathability and stability where they need it most.

“We’re always working on creative ways to infuse both comfort and performance into a golf shoe,” said Masun Dension. “With the TOUR360 XT Primeknit, it checks all the boxes, giving players an extremely comfortable – and dry - wear throughout their round, while also giving them the support, traction and stability they need as they play. It also offers a unique look to help them stand out on the course.”

Since stability is so important throughout the golf swing, the new footwear also incorporates forging technology – the process of heating the upper to provide more stability around the midfoot without adding weight. When coupled with the 360 Wrap, it gives players the locked-in feel they need for every shot. The shoe is highlighted by the eight-cleat X-Traxion outsole, the best traction system adidas has made to date. Players will also appreciate the full-length BOOST midsole, providing an added level of comfort and energy return so that every hole feels like their first.

The TOUR360XT Primeknit will come in three colorways: grey, black and active teal. The new footwear is available today on adidas.com and at select retailers worldwide.