

FASTER THAN



SS20 GLOBAL PREVIEW





HISTORY OF FAST

Running is more than a sport – it's a movement. Over time, it's changed from a mere utility for training to the most popular and democratic global sport.

In the 1950s and 60s, running was not the mass movement we know of today. It was more seen as fitness and endurance training for professional track & field athletes. adidas' ambition has always been to build shoes to fit the needs of the athlete, so in 1968, it introduced the Achill – one of the first ever running shoes designed for running on natural surfaces. From there, the boom of running for the masses started in the early 1970s, with the Achill serving as a template for all subsequent generations of running shoes right up until the late 70s, featuring a speed lace upper as well as a well cushioned midsole. For adidas, the shoe marked the start of 50 years of relentless innovation and commitment to allow elite runners to break world records and win major titles and inspire millions more runners to lace up and find their personal feeling of fast.



FAST START TO 2020

Welcome to a new decade of fast running, which begins with one of the most exciting years in adidas history.

Marking the launch of a new cast of shoes, including our fastest ever shoe – adizero Pro – and the SL20, alongside an exclusive reveal of the Faster Than_ campaign, we invite you to take a journey through our unmissable running story which features our hero products for the SS20 season and an introduction to the new faces of fast.

Fast is, and always has been, a personal feeling: unique to whoever is experiencing it. Performance running will always be in adidas' DNA with our rich history of 168 marathon wins, world records and personal bests. For many people – including myself – the dream of a world record on the track or the marathon course probably isn't something achievable. But this doesn't disqualify me – or anyone else – from finding a feeling of fast.

We want to celebrate that 'fast' means something different to everyone – whether it's the feeling of being faster than yesterday, the feeling of running for a cause, or the feeling of being faster than people expect. Through our diverse range of products and creations, we want to inspire as many runners as possible to go out and achieve their own personal feeling of fast – whatever that might be.

ALBERTO UNCINI-MANGANELLI

GENERAL MANAGER, ADIDAS RUNNING




ADIDAS INVITES RUNNERS TO RETHINK WHAT FAST MEANS

This year adidas is hailing a new era of 'running' with the launch of its empowering new Faster Than_ campaign, inviting runners to give fast a new meaning, from speed and performance to a personal feeling of self-betterment.

The campaign acknowledges this fast-growing global movement within running, with the aim of inspiring more people to explore the positive effects of running. With this in mind, adidas is shining a light on a range of empowering stories across the global running community – including 300lbs runner Martinus Evans, liver transplant survivor Ellie Lacey and boston marathon legend Kathrine Switzer, alongside Noah Lyles and Mo Salah.



**FASTER THAN
EQUALITY**



**FASTER THAN
THE NOISE**



MARTINUS EVANS *ADIDAS RUNNING INFLUENCER*


"Fast means something different for everyone. But you'll never be fast – by your definition or anybody else's – if you never get out there and run. I want to encourage even more people to experience their own personal feeling of Fast. You can't worry about people's prejudices or what others might say. Forget all of that. You only need to think of the positive effect it can have on you. That's what Fast means to me."

ELLIE LACEY *WORLD CHAMPION TRANSPLANT ATHLETE*

"In 2017, I had a liver transplant that meant I wasn't able to walk. All I wanted to do in that hospital bed was put my trainers on and go for a run – but I couldn't do it. My first step was literally getting out of bed. A week later, I was able to walk by myself. Six weeks later, I was able to run for six seconds. Now that feels like nothing, but at the time it felt like everything. I'm faster now than I ever thought possible."



CHINAE ALEXANDER *FITNESS AND LIFESTYLE INFLUENCER*



"For me, the feeling of fast isn't about speed. It's about the quickening of mind and spirit. It's about showing up for myself. The amazing thing about running is that it's all about doing better than you did before. It's an empowering thing to be able to reinvent what fast is. For me, it's about steering yourself to do a little more each time. Feel empowered. You're faster than you think."

NOAH LYLES *200M WORLD ATHLETICS CHAMPION*

"Everybody is different because everybody hits top speed differently, but that weightless feeling you get when you're running is like nothing else in the world."



adidas Faster Than_ social episodes go live on 23 February, 2020. Tune in at [instagram.com/adidasrunning](https://www.instagram.com/adidasrunning) or visit [adidas.com/running](https://www.adidas.com/running) for more info.

WHY WE RUN – FINDING OUT WHAT MOTIVATES RUNNERS AROUND THE WORLD

The Faster Than_ campaign is backed by a comprehensive new trends study from adidas, which saw insights gathered from 6,000 runners across the world in six key cities. The study reveals how just 19% of runners run for a fast time, and highlights that the art of running is no longer simply about being the fastest.



adidas has long understood and celebrated the transformative power of running. The Why We Run study identifies how a fast growing majority of today's runners are more focused on the other benefits running can bring, with 87% of those surveyed admitting they now run with a focus on transformation and personal betterment. Other lead findings from the study include:

FASTER THAN THE NOISE

60% Of respondents agreed that regular running provided mental health benefits with 47% saying it allowed them to switch off from everyday stresses of modern life with 68% admitting it's the only time their phones are left behind.

FASTER THAN EXCUSES

18% Of runners feel more inspired after a run, with 14% saying it gave them a sense of pride and 32% confessing to having increased confidence immediately after a run.

FASTER THAN ALONE

The social aspect of running is also revealed as part of the study, with 34% of those surveyed admitting they have met a future friend while running and 20% even meeting a future partner, showcasing the more unexpected social benefits that the activity can bring.

FASTER THAN EXPECTED

The positive repercussions of running were revealed as part of the study, with respondents linking their post-running 'high', to successes including finally achieving something they'd been putting off (34%), finding their creative flare and best ideas (30%) and even working up the courage to ask someone out on a date (17%).



ADIZERO PRO & SL20 – CREATING FAST



SAM HANDY VICE PRESIDENT – DESIGN, ADIDAS RUNNING

“adizero Pro is what a fast advantage looks like for today’s runners. We know from 50 years of marathon wins and world records what it takes to be fast, but it means nothing unless it inspires the fastest shoes for our runners on race day. Digging deep into our past and embracing future innovation in ground-breaking materials and technology, adidas has created a shoe that marks a new era in fast in becoming our fastest ever shoe.”

MR OMORI ADIDAS MASTER CRAFTSMAN

“I imagine each day what I want to create tomorrow. In creating fast shoes, there is an element of slow. Endless hours are spent handcrafting and perfecting prototypes that can be tested with athletes. The adizero Pro is no different. It will truly enable adidas athletes to go faster than they’ve ever gone before. The dedication I have for my craft is matched by adidas’ own dedication to continue pushing the boundaries of sport performance for its athletes. Together, there’s no limit to what we can achieve”



ADIDAS ADIZERO PRO

Introducing **adidas adizero Pro**. adidas’ most advanced and fastest ever distance running shoe. Engineered to meet the exacting needs of world-class runners.

Representing over **70** years of relentless innovation, the new silhouette is a breakthrough product which builds on 10 years of world records held by the legendary adizero franchise between 2008 – 2018.



BOOST

Temperature-independent comfort and maximum energy return in all climates

QUICKSTRIKE DSP

Lightweight outsole for flexibility and durability - on road and track

CONTINENTAL RUBBER

Superior grip in all weather and ground conditions

CARBITEK CARBON PLATE

Flexible touch-down and snappy toe-off for maximum propulsion

LIGHTSTRIKE MIDSOLE

Explosive movement and enduring speed

SINGLE-LAYER CELERMESH

Complete foot lock-down with adidas’ thinnest ever mesh; for longer runs with no distractions

SL20

Paying homage to the legendary SL72 and put through its paces by the likes of Noah Lyles, SL20 is built for breakneck off-the-line speed with unparalleled forefoot acceleration thanks to a recalibrated torsion bar and a 100% Lightstrike midsole. Striking the perfect balance between light and responsive, the SL20 sits between the SOLAR and ADIZERO ranges.



LIGHTSTRIKE MIDSOLE

Super-light cushioning with a fast heel-to-toe transition and next-level comfort

CONTINENTAL STRETCHWEB RUBBER

The Stretchweb outsole works in harmony with the midsole while Continental rubber gives maximum traction on all surfaces

ENGINEERED MESH

Seamless stretchable mesh with areas of fully integrated support for lateral and linear movements

TORSION BAR

A calibrated lightweight construction for enhanced support on landing and a snappy transition to propel runners forward



FIND YOUR FEELING OF FAST

adidas has crafted a range of new shoes that enable runners to achieve their personal feeling of fast. From the new lightweight SL20 design, with a revolutionary lightstrike midsole for explosive movements and enduring speed, to UB20 which provides maximum energy return in every step, and even a new 4D shoe with a uniquely designed and ultra-supportive 3D printed midsole, adidas has the perfect pair of running shoes for every type of runner.

FEEL THE FUTURE ADIDAS RUN 4D 1.0

Runners can now take every step in 4D and feel the future. Informed by years of runners' data the innovative new adidas 4D midsole technology is precisely tuned to provide optimal support and cushioning.

MONO-MESH

Mono-mesh provides a smooth breathable fit and support

HIGH ABRASION RUBBER

High abrasion rubber allows the runner to run further, easier

CUSTOMISED HEEL FIT

Customised heel fit system adapts to the runners' heel shape to keep the ankle stabilised and reduce distraction

RUN 4D 1.0 MIDSOLE

Innovate adidas 4D midsole technology uses liquid 3D printing to deliver precisely tuned level of support that offers runners cushioning and energy return



FEEL THE ENERGY

ADIDAS UB20

The new adidas Ultraboot 20 is the result of relentless stress testing in the lab, countless hours of research, and feedback from thousands of runners; the ultimate combination of comfort and responsiveness, designed to give runners the confidence to go beyond.

OPTIMIZED BOOST

The adidas Boost midsole captures the energy in every stride and returns it at toe-off to propel the runner forward, offering high energy return every step of the way.

CONTINENTAL STRETCHWEB RUBBER

The Stretchweb outsole works in harmony with the Boost midsole while Continental rubber gives maximum traction on all surfaces

TORSION SPRING

A lightweight construction for enhanced support on landing and a snappy transition to propel runners forward



PRIMEKNIT WITH TFP

An evolutionary upgrade to adidas Ultraboot 19, the Primeknit now features data-driven Tailored Fibre Placement technology, which lays down fibres to the millimeter to create an upper that delivers calibrated support and a flexible fit for each runner's foot

ADIDAS ULTRABOOST PB

Ultraboot PB (Personal Best) is a new, fast iteration of the iconic Ultraboot. It features our thinnest mesh with extra internal support for the perfect lock-down in both faster and longer runs, alongside Optimized Boost foam. A lighter fit for a faster feeling.

CONTINENTAL STRETCHWEB RUBBER

The Stretchweb outsole works in harmony with the Boost midsole while Continental rubber gives maximum traction on all surfaces

OPTIMIZED BOOST

The adidas Boost midsole captures the energy in every stride and returns it at toe-off to propel the runner forward, offering high energy return every step of the way

SINGLE-LAYER CELERMESH

Complete foot lock-down with adidas' thinnest ever mesh; for longer runs with no distractions



TORSION SPRING

A lightweight construction for enhanced support on landing and a snappy transition to propel runners forward

FAST?

IT'S NOT JUST ABOUT SPEED.

*FAST IS A CONSTANT STATE OF
CHANGE...*

*BECAUSE NO MATTER HOW
FAST YOU ARE TODAY...*

TOMORROW, YOU CAN BE FASTER.

FASTER THAN PEOPLE EXPECT.

FASTER THAN ALONE.

FASTER THAN THE NOISE.

FASTER THAN INEQUALITY.

FASTER THAN YOU THINK.

SEE, FAST IS PERSONAL.

*IT'S AN ENDLESS SEARCH TO
BECOME A BETTER YOU.*

