**INSPIRED BY GOLD: ADIDAS AND TINMAN ELITE UNITE FOR A SECOND TIME TO LAUNCH LATEST COLLECTION**

* Developed with and for the world’s fastest distance road runners, the latest adidas x Tinman Elite collaboration is inspired by the glory of gold
* Featuring three iconic running models - the AVANTI TYO, TAKUMI SEN 8, and SL20.3 - the second adidas x Tinman Elite collection is available via adidas.com, tinmanelite.com, the adidas app and adidas stores from April 14th, 2022

**Herzogenaurach, April 12th, 2022:** Today, adidas unveils its second collaboration with professional running team, [Tinman Elite](https://tinmanelite.com/), which was inspired by the glory of gold.

Launching ahead of a packed racing season, the new collection consists of two high-level racing shoes, the Tinman Elite AVANTI TYO and the Tinman Elite TAKUMI SEN 8, along with one daily training shoe, the Tinman Elite SL20.3.

Mirroring the creation process of the first collection, adidas has worked closely with the award-winning Colorado-born running team to develop shoes that inspire runners to make their impossible possible. As a result, the adidas x Tinman Elite shoes feature gold stripes and accents, symbolizing this strive for success and the glory of gold.

**A collaboration built on shared beliefs**

Tinman Elite, which was set up by Drew Hunter in 2018 in Boulder Colorado, is rooted in the philosophy of ‘chop wood, carry water’ – a metaphor for how hard work reaps incremental rewards. Since then, the team has evolved and now includes twelve members hailing from all over the world, including the US, the UK, Australia, Germany and Malta. All members share a common ambition: to perform at the highest level and push the sport of running forward.

**Nick Roché, Product Manager, adidas running** said: *“We’re very excited to collaborate with Tinman Elite once more to celebrate gold and the power of winning. Like adidas, Tinman Elite believes in dedication and pushing the boundaries to make the impossible possible. That is why we’re incredibly proud to introduce two new high-level racing shoes to the collection – the Tinman Elite AVANTI TYO, and the Tinman Elite TAKUMI SEN 8, as well as a daily training shoe – the ultra-lightweight Tinman Elite SL20.3.*

*“Collaborating with one of the most globally respected running teams, to learn from their unique insights, is a testament to adidas’ continued commitment to the running community. We hope this latest chapter of the collaboration will inspire the next generation of athletes to see possibilities for themselves.”*

**Sam Parsons**, **Professional runner and Tinman Elite Creative Director**, said*: “Our latest collaboration with adidas represents the team’s constant strive for gold – whether that means winning a race or setting a personal best.*

*“Tinman Elite**was born out of a desire to push the sport forward, and with adidas' support, we continue to commit to working our hardest to be the best runners’ brand we can be. Following the first joint collection, we are now extremely excited to mark our next chapter of the journey with adidas, as we continue to create products and designs that empower and excite runners everywhere.”*

**The Collection**

Tinman Elite AVANTI TYO

The new Tinman Elite AVANTI TYO, an all-gender shoe, is a racing shoe specifically tailored for speed, supporting athletes with making their impossible, possible. It features the core elements of the ADIZERO AVANTI TYO - such asthe same Lightstrike Pro midsole foam, flexible mesh upper offering ventilation and refined ENERGYRODS providing a snappy, propulsive ride with high traction.

Tinman Elite TAKUMI SEN 8

The Tinman Elite TAKUMI SEN 8, an all-gender shoe, is designed for 5km and 10km races. Lightstrike Pro cushioning energises your stride while ENERGYRODS add stiffness for snappy toe-offs. This shoe is designed to support athletes with reaching their next personal best.

Tinman Elite SL20.3

The Tinman Elite SL20.3 men’s and women’s training shoe features snappy Lightstrike cushioning, built to help runners push their pace during those all-important training sessions. The upper is zoned for flex and support to give a secure feel through speed work and endurance training.

All three shoes feature the signature Tinman Elite axe logo on the medial side of the shoe and Tinman Elite’s design DNA, which is visible from the smallest details in the eyelets, to the bold lightstrike metallic gold midsole.

The **adidas x** **Tinman Elite** collection will be available from April 14th, 2022, via [www.adidas.com/running](http://www.adidas.com/running) and [tinmanelite.com](http://tinmanelite.com).

Tinman Elite Avanti Tyo - €180 / $205

Tinman Elite TAKUMI SEN 8 - €150 / $170

Tinman Elite SL20,3 - €120 / $137

Follow the conversation on Instagram, Facebook, and Twitter [@adidasrunning](http://instagram.com/adidasrunning/) / [@tinmanelite](http://instagram.com/tinmanelite/).

**ENDS**

**NOTES TO EDITORS**

**adidas**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 62,000 people across the globe and generated sales of € 19.8 billion in 2020. adidas’ sustainability mission is to help End Plastic Waste through forging partnerships and developing product innovations that either: use recycled materials, are made to be remade or are made with nature. adidas has set big goals for the coming years: replacing virgin polyester with recycled polyester wherever possible by 2024, (by the end of 2020 already more than 50% of its polyester was recycled), 15% carbon footprint reduction by 2025, 30% carbon footprint reduction by 2030 (compared to 2017) and carbon neutrality by 2050. For more information visit: adidas.com/sustainability.