**READY, SET, GO – SLOW**

**ADIDAS LAUNCHES ADISTAR CS TO HELP RUNNERS GO THE DISTANCE WITH GREATER CUSHIONED SUPPORT**

* adidas increases stability for runners with the launch of the Adistar CS – a shoe purpose-built for increased support over longer distances
* The Adistar CS features a REPETITOR + SUPPORT FRAME to help increase stabilization and a CONTINENTAL OUTSOLE to complement runners’ natural rhythm
* The Adistar CS will be available from June 8 via adidas.com and in select adidas stores

**Herzogenaurach, June 8, 2022 –** Today, adidas reveals the Adistar CS – a shoe designed with more cushioning and support than previous versions, to help runners explore their distance potential.

The latest addition to the Adistar range is inspired by perpetual motion. Standing for Cushioned Support, the Adistar CS is designed for runners looking to cover greater ground on a steady, comfortable run.

With a dual-density midsole, a 6mm drop from heel to toe, rocker geometry, and an internal upper support cage, the Adistar CS was crafted with comfort in mind. This increased cushioning is purpose-built to provide runners with even more comfort and support on long, slow runs.

Featuring a long curve-shaped angle across the forefoot, the Adistar CS creates a smooth, consistent rocking motion, perfect for pushing runners onto the next step, from the first kilometre to the last.

Launching in Greyfive/Beamyellow/Solagreen and Greyfive/Almostyellow/Beampink colorways, the Adistar CS also features:

* **REPETITOR + SUPPORT FRAME -** The full-length REPETITOR midsole combined with a REPETITOR + SUPPORT frame wraps around the heel and is extended on the medial side for further stabilization and support
* **ZONED MONO MESH -** A mono-mesh, made in part with Parley Ocean Plastic, is designed for breathability and lockdown in key zones
* **CONTINENTAL OUTSOLE -** Continental outsole designed to complement the gait cycle and transition from heel strike to toe-off

**Niklas Nester, Global Product Manager - Running Footwear at adidas said: “**We’re so thrilled to be supporting runners of all abilities with the launch of the Adistar CS.

“Sport isn’t all about speed - we recognise how important it is to help runners with longer distances and recovery runs too. The increased support and stability of the Adistar CS are ideal features for those trying to perfect their long-distance runs, as well as runners looking to recover their bodies and minds with a slower paced session.

“Having tested this shoe over 4,500 KM, we’ve seen first-hand how it can complement one’s natural stride and provide much needed cushioning during a long slow run.“

The Adistar CS will be available in women’s and men’s silhouettes from June 8 at RRP €/$160 (or equivalent local currency). It will be available via adidas.com and select adidas stores (timing and availability may vary by market).

**ENDS**

**NOTES TO EDITORS**

***About adidas***

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 61,000 people across the globe and generated sales of €21.2 billion in 2021.