**WIRED FOR SPEED: ADIDAS UNVEILS BOUNDARY-BREAKING ADIZERO PRIME X STRUNG**

* The launch of the ADIZERO Prime X Strung marks the first time a shoe from adidas’ record-breaking ADIZERO range has featured a Strung upper
* Providing the most cushioning found in an adidas running shoe midsole, the Prime X silhouette benefits from three layers of LIGHTSTRIKE PRO foam that returns energy and delivers ultimate speed
* Available from 29TH September, the ADIZERO Prime X Strung can be purchased online via [adidas.com](https://www.adidas.com/us/running-shoes)and through the adidas app

**Herzogenaurach, September 29, 2022:** Today, adidas unveils the boundary-breaking ADIZERO Prime X Strung, a running shoe wired for speed.  The latest in adidas’ running tech innovation, the ADIZERO Prime X Strung is the first time a shoe from adidas’ record-breaking ADIZERO range features a data-driven Strung upper.

It also marks the first time Strung has been commercially available following the announcement of FUTURECRAFT.STRUNG two years ago. The result is a first ever ADIZERO running shoe that not only helps optimize comfort and provides a responsive run but is also wired for speed.

Designed without limitations to amplify the key features of the record breaking ADIZERO range and to push the limits of technology, the data-driven X Strung upper is coded thread by thread. Achieved with precise use of material, the upper provides a seamless, lightweight cocoon around the foot, providing runners comfort and support.

Demonstrating adidas’ commitment to continue innovating for its runners and pushing the boundaries of what’s possible, the Strung upper is fused to an outsole packed with carbon ENERGYRODS and three-layers of LIGHTSTRIKE PRO in the Prime X sole.

**Simon Lockett, Category Director, Racing Footwear, said:** “*The ultimate expression of innovation, the ADIZERO Prime X Strung is a testament to our ongoing commitment to produce the most forward-thinking products for our running community. No design limitations and no reservations. The result is a shoe that delivers an optimal running experience for those looking to smash their next race.”*

The shoe features a number of colors including Off White, Wonder Steel and Solar Orange. It will be available via [adidas.com](https://www.adidas.com/us/running-shoes) and is priced at €275 from September 29, 2022.

Follow the conversation on Instagram, Facebook and Twitter using #adizeroprimex and @adidasrunning.

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**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.