**ADIDAS TERREX UNVEILS AGRAVIC SPEED ULTRA, DESIGNED FOR FAST RUNS**

* **adidas’ innovations are bolstered by the introduction of a new dynamic rocker**
* **Designed for and alongside the sport’s leading athletes, with an early prototype supporting record wins at international trail events**
* **Premiering on elite runners in Chamonix, consumers can get their hands on it from Spring 2024 via adidas.com trail running shoes** [**adidas.com/trail\_running-shoes**](adidas.com/trail_running-shoes)**, on the adidas app and in selected retail.**

**Herzogenaurach, August 29th, 2023 –** Today, adidas TERREX unveils the future of speed-focussed footwear with the pre-launch of the Agravic Speed Ultra. Created alongside the fastest trail runners over a two-year period, the innovation-packed silhouette is built to provide runners with ultimate speed across ultra distance races.

“The development of this shoe was a true team effort. We worked closely with our Team TERREX athletes throughout the creation process including Tom Evans and Abby Hall, podium finishers in Chamonix last year, as well as course record holder Petter Engdahl. We tested a variety of concept designs, material combinations, midsole shapes and the latest technology. All of which led us to the creation of the dynamic rocker geometry; an all-new innovation designed for dynamic forefoot running.” **said Hendrik Enders, Senior Product Manager at adidas TERREX.** “The end result is a shoe designed to help runners break their boundaries and find their summit on ultra distance races. We can’t wait to see the Agravic Speed Ultra on the feet of our athletes in Chamonix.”

The Agravic Speed Ultra features a LIGHTSTRIKE PRO midsole, offering cushioning, plus energy return for next-level speed. Alongside this, integrated Energy Rods provide lightweight stiffness for a dynamic stride designed for ultra distances. A gusseted tongue provides a snug and mid-foot support whilst seamless overlays provide abrasion resistance and protection. Meanwhile, the Continental™ Rubber outsole offers reliable traction in wet and dry conditions.

A prototype of the shoe has already been proven by podiums, supporting Pablo Villa to achieve victory in the Transgrancanaria and Ruth Croft to cross the finish line first in Western States 100. And now, the soon to be released version of the shoe will be worn by adidas TERREX athletes in Chamonix for the pinnacle event in world trail running. With up to 171KM in front of them, team TERREX will push themselves to their limits in an effort to break PBs and take podiums.

The shoe, launching in an impact orange, crystal white and semi spark colorway for men and amber tint, crystal white and semi spark colorway for women will cost €230 and will be available to buy from Spring ’24 via <adidas.com/trail_running-shoes>, on the adidas app and in selected retail.