

**PAST MEETS FUTURE WITH LIMITED-EDITION MC87 4D**

* Limited-edition spikeless golf footwear combines classic upper inspired by the adidas archives in the 80s with futuristic 4D midsole cushioning
* Built on a gender-neutral last and available in a wide range of men’s and women’s sizing beginning Sept. 21 on adidas.com, adidas app and at select retailers

**Carlsbad, CA – September 18, 2023 –** Technology and the aesthetics of golf footwear have evolved considerably since 1987, but there are some things that will simply remain timeless. Today, adidas is introducing the **MC87 4D,** a limited-edition spikeless golf footwear model that combines an upper inspired by the clean and classic looks from the adidas archives with the brand’s futuristic 4D midsole. The footwear is built on a gender-neutral last and will be available in a wide range of men’s and women’s sizing beginning September 21 on adidas.com, the adidas app, and at select retailers.

Similar to the popular MC80 footwear that was [recently announced](https://news.adidas.com/golf/adidas-revisits-classic-retro-style-with-new-mc80-footwear/s/9afa5e74-6db7-4216-b7a3-390c1d5f934c), adidas’ **MC87 4D** is inspired by the classic styles from the 80s that are seeing a resurgence with golfers today. Specifically, the upper for MC87 4D draws inspiration from a model the brand first introduced in 1987 – the Tiverton – which featured wing tip styling, brogue stitch detail, and croc texturing all in a classic leather upper. MC87 4D builds off that original design to feature today’s premium, water-resistant leather upper, giving golfers the same classic look but with additional comfort. To push this design further, adidas included the adidas 4D midsole, the world’s first high-performance midsole crafted with light and oxygen. This is the first time the brand has featured the 4D midsole in a golf shoe. With one of golf’s signature team events happening in Rome next week, adidas included a special cobblestone sockliner as an ode to the streets of the city where sport has been played for thousands of years.

“Over the last 18 months we’ve noticed golfers wanting more vintage designs, and we’re in a unique position where our archives provide some amazing product inspiration as we continue our mission to be the most progressive golf brand in the world,” said Masun Denison, global footwear director, adidas Golf. “We challenged ourselves to combine the timeless aesthetics from the past with the technology of today, and MC87 4D was the perfect result. It’s a very special silhouette, a first for us in golf using the 4D technology, and it will be one that golfers everywhere will be excited about.”

Based on years of athlete data, the single component design for the adidas 4D midsole is precisely tuned for controlled energy return. This intricate lattice structure printed with light and oxygen and using Digital Light Synthesis™ creates a futuristic design aesthetic but with purpose, as the responsive cushioning absorbs pressure from any angle and returns energy to the foot while also supporting movement where needed most. To complement the comfortable 4D midsole, the MC87 4D includes a rubber spikeless outsole with lugs to provide additional traction and grip for when golfers head to the course. The footwear will also come with a removable kiltie.

The limited-edition footwear will be available on adidas.com, the adidas app and at select retailers beginning Thursday, September 21.