**ADIDAS RUNNING RE-IMAGINES MIDSOLE IN ADIZERO TAKUMI SEN 10,**

**HELPING RUNNERS REACH THEIR BEST 5-10K**

A collage of a tennis player

Description automatically generated

* The latest addition to the Adizero franchise benefits from performance technology updates including a double layer of LIGHTSTRIKE PRO foam and reimagined ENERGYRODS 2.0 to provide cushioned propulsion
* Prototypes were tested in Kenya and Ethiopia with elite male and female adidas athletes to gather feedback and inform the development of the new model, ensuring it is optimized for performance over 5-10k distances
* Available to buy globally from January 1, 2024 via the adidas app, online at [adidas.com/running-shoes](http://adidas.com/running-shoes), in stores and selected retailers

**Herzogenaurach, January 1, 2024**– The record-breaking Adizero franchise has a shoe to fit every ambitious runners’ needs, and today, adidas is adding an updated model to its fast family – the Adizero Takumi Sen 10.

A testament to adidas’ continued effort to develop the most advanced products for its global running community, the Adizero Takumi Sen 10 is built specifically for 5-10k distances and benefits from a series of technological updates from its predecessor, the Adizero Takumi Sen 9. Tailored specifically for road racing, the updates to the midsole provide agility and cushioning – crucial for navigating the tight corners of fast road races.

Building on previous models of the Takumi Sen family is the inclusion of refined ENERGYRODS 2.0 in the midsole, made from partly recycled glass fibre, which provide a seamless transition from heel to toe. Previous iterations of the Takumi Sen offered a combination of a carbon plate in the heel and individual, separated carbon-infused rods in the forefoot, mirroring the shape of the metatarsal bones in the feet. The new model offers a fresh approach thanks to a holistic structure of glass fibre rods from the heel to the toe, and a double layer of LIGHTSTRIKE PRO foam, to provide cushioned propulsion.

The curved rod system works in tandem with the midsole foam to provide lightweight stiffness, increasing propulsion as the foot hits the ground and reducing energy loss with each stride. The careful placement and shape of the rods stabilizes the softer midsole foam and drives forward motion. Glass fibre is more flexible than carbon, crucial for navigating tight corners of 5-10K road races and enduring the high impact experienced from running fast on hard ground.

Prototypes of the Adizero Takumi Sen 10 were tested in Iten, Kenya and Ethiopia with elite male and female adidas athletes. Insights from this session – including the need for increased responsiveness – were implemented into the development of the new shoe, to ensure it is optimized for performance as requested by the best in the field. The previous iteration of the shoe – Adizero Takumi Sen 9 – was also tested in the lab to gather further feedback from adidas elite athletes and consumers alike. These combined insights informed the development of the new model. The result is a fast and flexible shoe that does not compromise on cushioning.

**Moritz Hoellmueller, VP Design Running at adidas, commented:** *“When developing the new Adizero Takumi Sen 10, we wanted to create a shoe specifically designed for the demands of 5-10Ks. Racing these distances on the road has a high impact on the body, which increases when running at high speeds, so runners require a propulsive yet cushioned shoe to support their feet. From a reduced upper construction made from 100% recycled polyester, to a more flexible and lower profile tooling, and increased grip on the outsole for navigating tight corners – every detail of the Adizero Takumi Sen 10 is built for fast road racing.”*

Featuring the striking seasonal colorway of Green Spark – inspired by the natural phenomena of bioluminescence – for men and women, the new Adizero Takumi Sen 10 will cost €180 / $180 and will be available to buy globally from January 1, 2024 via the adidas app, [online](https://www.adidas.com/us/women-running-shoes), in stores and selected retailers.

The Adizero Takumi Sen 10 is also part of the footwear line-up in the Adizero Ekiden Race Pack, which will be worn by adidas athletes taking part in the 100th edition of the iconic Ekiden race from January 2-3, 2024.

To find out more, please visit: [adidas.com/running-shoes](http://adidas.com/running-shoes). Follow the conversation on Instagram and X/Twitter using #Adizero Takumi Sen 10 and @adidasrunning.