**ADIDAS LAUNCHES ITS COMFORT-TUNED SUPERNOVA FRANCHISE - BUILT TO TACKLE THE LEADING FRUSTRATION FOR RUNNERS**

* With uncomfortable shoes topping the list of runner's biggest pain-points according to new global study, adidas hopes to encourage people to enjoy their runs in comfort with the launch of its SUPERNOVA franchise
* The franchise includes the award-winning SUPERNOVA RISE alongside two new models available to buy for the first time: the SUPERNOVA SOLUTION and the SUPERNOVA STRIDE.
* The three models launch in vibrant new colors, available to buy globally online via the app and select retail stores from February 15, 2024

**Herzogenaurach, February 15, 2024**–Today, adidas releases its revamped SUPERNOVA franchise in fresh new hues inspired by the joyfulness of a run.

Recoded in a distinguishable and vibrant Orange Spark, which will feature throughout adidas’ collections this year, the shoes are complimented by matching apparel pieces, including a men's jacket, tee, shorts, cap and socks and a women's hoodie, shirt, shorts, bra, cap and socks.

The SUPERNOVA franchise includes the award-winning SUPERNOVA RISE, alongside two new models available to buy for the first time: the SUPERNOVA SOLUTION and SUPERNOVA STRIDE. All three silhouettes feature adidas’ re-engineered super foam – Dreamstrike+ – inspired by the LIGHTSTRIKE PRO foam used in the record-breaking Adizero franchise, but with an updated formula to offer unparalleled comfort and cushioning.

Alongside the Dreamstrike+ foam, the three models feature:

**SUPERNOVA RISE**

* **SUPPORT RODS​​:** The sole of every Rise is packed with a system of dense bottom-loaded foam ensuring neutral support from heel to toe, for super-smooth transitions to help runs flow effortlessly.
* **COMFORT HEEL FIT:** A combination of softly supportive cushioned foam and gentle textile around the heel, working in tandem to hug the ​heel with comfortable support.

**SUPERNOVA STRIDE**

* **CARRIER EVA​​:** The forefoot cushioning is supported by a complementary carrier EVA, to ensure runners’ transitions are both dynamic and supportive.
* ​**ADIWEAR OUTSOLE​​:** An innovative outsole made of durable rubber provides optimal traction. We’ve even added strategically designed cutouts to ensure grip where you need it most.​​

**SUPERNOVA SOLUTION**

* **STABILITY SUPPORT RODS:** Dual-density support rods and optimized geometry on the medial side, for better support where runners need it.
* **ADIWEAR OUTSOLE​​:** An innovative outsole made of durable rubber provides optimal traction, with strategically designed cutouts to ensure grip where runners need it most.​​

All are designed to re-define the standards of comfort and built in response to the need for a comfortable everyday running shoe. However, it's clear that uncomfortable shoes are preventing many from lacing up and hitting the streets.

A new global study from adidas - which surveyed 2,674 runners across 11 global cities - reveals that wearing uncomfortable shoes tops the list as the biggest pain-point when it comes to experiencing an enjoyable run (47%). Other barriers include it being either too hot (45%) or cold (43%), a lack of motivation (38%), and uneven or slippery surfaces (37%).

Almost a quarter (23%) have decided not to run due to these discomforts - with shoes being the biggest cause of that. But even for runners that don’t give up, the impact of discomfort during a run is clear. Almost four in ten (37%) have cut their run length short, a third (29%) say it’s impacted their mood and a similar number (33%) have decided to change their running route.

As an antidote to the biggest pain points, the survey also uncovered a formula for the most ‘comfortable run’. Alongside comfortable running shoes, global runners identified the perfect conditions as a sunny morning run, in 19.8 degrees, with a gentle breeze. Out of all cities surveyed, only runners in Seoul preferred a run in the evening.

The SUPERNOVA RISE is priced at €150 / $150, the SUPERNOVA SOLUTION priced at €150 / $150 and the SUPERNOVA STRIDE at €120 / $120. All models will be available to purchase globally from February 15, 2024.

For further information, please visit <https://www.adidas.com/us/women-running-shoes> or follow the conversation on Instagram and Twitter using #adidassupernova and @adidasrunning.

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adidas commissioned international research conducted by Focaldata, surveying 2,674 runners in London, New York, Los Angeles, Paris, Berlin, Dubai, Mexico City, Paris, Beijing, Seoul, Shanghai, and Tokyo. The samples in each city were nationally representative of gender (+/-2%). Data were collected between 12 January 2024 – 17 January 2024.