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**NEW TOUR360 24 DIVES INSIDE TO FOCUS ON FIT, DURABILITY AND PERFORMANCE**

* Premium flagship franchise is completely redesigned from the inside out; introduces new TORSION BRIDGE, THINTECH 7-Spike Outsole and JET BOOST cushioning
* TOUR360 24 builds on the legendary tradition for the flagship model by giving golfers premium materials and improved fit, with a focus on performance and durability
* All models, including a newly designed BOA® model, will be available in men’s and women’s models beginning February 29 on adidas.com, the adidas app and at select retailers worldwide

**CARLSBAD, Calif. – February 22, 2024 –** Heading into its 19th year of providing golfers with pinnacle performance in golf footwear, adidas completely redesigned its premium flagship footwear franchise from the inside out to introduce **TOUR360 24.** Wrapped in confidence, the newest chapter elevates every touchpoint for the foot with an eye on improving traction, stability and comfort to give golfers everything they need to perform their best on the course. The new footwear will come in both laced and BOA® models for men and women and will be available on adidas.com, the adidas app and at select retailers beginning Thursday, February 29.

The same way golf is a sport of constantly striving for perfection, adidas approaches each iteration of the TOUR360 with that same mindset. After [pushing the TOUR360 to new heights](https://news.adidas.com/golf/fit-for-all---tour360-22-introduces-new-era-of-fit-and-traction/s/b93368e8-28c6-48ec-a63a-77d64ac217a8) in 2022, the brand utilized feedback from athletes and consumers around the world to target specific areas aimed at improving fit, durability and performance with this version. This in-depth and collaborative approach resulted in an elevated design with performance at the heart of every detail.

[LINK TO YOUTUBE VIDEO: <https://www.youtube.com/watch?v=ZVzeKS7mT2U>]

“For TOUR360 24, our objective was to take key learnings from nearly 20 years of TOUR360 development to enhance the performance of the shoe from the inside out,” said Masun Denison, global footwear director, adidas Golf. “We wanted to capture that feeling of confidence that comes when someone puts their foot into the shoe for the first time and gets excited to head to the first tee. The shoe features the classic signature look, but golfers will notice a difference in the way this one feels the minute they put them on.”

Specifically, adidas focused on three key areas with the new **TOUR360 24**:

* **FIT**: The new TOUR360 24 brings key technologies inside the shoe aimed at ensuring the footwear fits the right way. To offer golfers a better fit, adidas is introducing:
	+ **INSITE™ 2.0 Sockliner**
		- Modified for TOUR360 24, this insole features updated shaping in the arch and heel aimed at improving fit and stability.
	+ **Internal 360WRAP**
		- adidas included an internal fit sleeve on the sides of the tongue along with the new TORSION BRIDGE in the midsole that when combined is intended to give a feeling of 360 degree support throughout the swing.
	+ **Performance Last**
		- TOUR360 24 is built on adidas’ performance last to help ensure fit consistency across other performance models in the range. Men’s models of TOUR360 24 will be offered in both medium and wide widths while the women’s model will be offered in medium width only.
* **PERFORMANCE**: Perhaps one of the most critical pieces for golfers, the adidas team designed the new footwear specifically with performance in mind. Key features include:
	+ **TORSION BRIDGE**
		- Comprised of a more rigid top plate and flexible bottom plate, this new TPU TORSION BRIDGE is designed to improve stability across the mid and forefoot for where golfers need it most, especially as they load and unload power through the swing. It also sits lower to the ground to help conform to uneven lies and surfaces.
	+ **JET BOOST / LIGHTSTRIKE**
		- For the first time in golf, adidas is using JET BOOST in the heel, which fuses smaller, firmer energy capsules together to provide the ultimate blend of stability and comfort. By combining this technology with LIGHTSTRIKE in the forefoot, the adidas team sought to provide the perfect balance of cushioning and stability throughout the swing.
	+ **Replaceable THINTECH 7-spike outsole**
		- Designed for optimal traction, the TPU outsole features replaceable spikes where golfers need them most. adidas also included flex grooves in the secondary traction, finished with high gloss to help reduce clogging in the footwear. adidas also placed a spike closer to the toe with an aim of allowing for better toe-off through the swing and improved power from the ground.
* **DURABILITY**: Golfers find themselves in a variety of conditions as they play, so adidas included some key features to go along with the premium leather and microfiber materials to help the shoes last from season to season:
	+ **‘T-Shape’ suede microfiber heel**
		- This new three-piece construction combines a soft, anti-abrasive sandwiched textile that runs from the center heel to the half collar to help reduce wear and tear over time while enhancing overall comfort.
	+ **Waterproof leather upper**
		- This premium, soft, waterproof leather upper is designed for long-term durability and protection in wet conditions.

As part of the TOUR360 24 range, adidas is introducing a new BOA® model for men and women to provide another option for improved fit and performance. Hidden within the upper of the footwear, adidas collaborated with the BOA Technology team to create a shell pattern fit system that works in conjunction with the lining of the leather upper to enhance overall fit and function. Featuring the micro-adjustable Li2 dial, the system sits underneath a zipper shroud in the upper for a premium and clean aesthetic. Wrapping around the midfoot, golfers can feel even more locked-in as the BOA Li2 dial provides a customized fit.

The new [**TOUR360 24**](http://www.adidas.com/tour360) will be available in a variety of colorways in laced and BOA versions for both men and women, along with a junior model inspired by the footwear, beginning Thursday, February 29 on adidas.com, the adidas app and select retailers worldwide.