**ADIDAS TERREX LAUNCHES TRAIL MENTORSHIP PROGRAM TO CELEBRATE COMMERCIAL LAUNCH OF AGRAVIC SPEED ULTRA**

* The innovation-packed racer becomes widely available after prototype helped athletes top the podium last summer
* To mark the launch of the shoe, adidas TERREX establishes mentorship program - giving ambitious trail runners the opportunity to master the trails like a pro.
* Available from 1st April, 2024 via <https://www.adidas.com/us/outdoor>, on the adidas app and in selected retail stores.

**Herzogenaurach, April 1st2024 –** Following the successes celebrated by athletes in a prototype last summer, adidas today announces that the Agravic Speed Ultra now becomes available for all ambitious trail runners.

Packed with some of adidas' race winning technology - as seen in its record-breaking Adizero Adios franchise – every element of the Agravic Speed Ultra has been optimized to help trail runners experience speed like never before.

The shoe is also informed by science, with adidas - working alongside students at the University of Salzburg - identifying the importance of downhill sections for performance in trail running ultramarathons. These findings were instrumental in the development of the shoe, which combines three elements: the LIGHTSTRIKE PRO foam which absorbs energy, Energy Rods, which push the runner with every step and the newly introduced dynamic rocker geometry which enables smooth and efficient forefoot running on the trails.

Also joining the Agravic family is the Agravic Speed – featuring a light construction, this shoe is built for speed like never before on medium trail races up to 50KM.

To mark the launch of the Agravic family, adidas TERREX is giving people the chance to take part in a one-of-a-kind mentorship program with Team TERREX. This will see them get unparalleled access to personalized coaching sessions, led by world class trail runners and coaches Corrine Malcom and Eric LiPuma alongside one-on-one tailored support, access to Team TERREX sports psychologists – and more!

Six ambitious trail runners who crack the 500-meter mark on [the adidas TERREX Strava challenge](https://www.strava.com/challenges) – launching on April 8th – and are the lucky winners of a raffle will start their mentorship experience in June. It will culminate with a race at adidas TERREX Infinite Trails in Bad Hofgastein, Austria in September 2024. To set the pace, they’ll also receive a complete running outfit, including a pair of the Agravic Speed Ultra so that they can experience speed like never before.

The Agravic Speed Ultra and Agravic Speed will be available from 1st April 2024 on <https://www.adidas.com/us/outdoor>, on the adidas app and in selected retail.