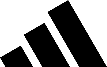
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**NEW ADIZERO ZG OFFERS GOLFERS PERFORMANCE FOOTWEAR THAT’S LIGHT ALL ROUND**

* Adizero franchise returns to golf in a fast, sleek and lightweight silhouette that features a new DYNAMIC TORSION plate to limit power leak and reduce fatigue after the round
* New lightweight traction with SPIKEMORE and undercut lugs adapts to each golfer to help provide enhanced stability throughout the swing
* The new Adizero ZG introduces both laced and BOA® options for men and women and will be available beginning January 31 on adidas.com, the adidas app and at select retailers worldwide

**CARLSBAD, Calif. – January 22, 2025 –** adidas wants golfers to know that light isn’t always less, it’s more. Today the brand is reintroducing the Adizero franchise to golf with [**Adizero ZG**](https://www.adidas.com/golf-shoes), a new spikeless performance footwear model aimed to enhance stability, traction and comfort while fighting against foot fatigue by being light all round. The new footwear will be offered in both laced and BOA® options for men and women and will be available on adidas.com, the adidas app and at select retailers worldwide beginning Friday, January 31.

In seeking to build upon the success of the ZG footwear franchise, adidas learned that core golfers average 162 hours per year on their feet[[1]](#footnote-2). Spending that much time could lead to foot fatigue and ultimately less desire to get out on the course. With [**Adizero ZG**](https://www.adidas.com/golf-shoes), adidas introduces some key updates to help provide golfers with a lightweight solution so they can focus on that next round.

[LINK TO YOUTUBE VIDEO <https://www.youtube.com/watch?v=uCECs8JNYXE>]

“A golfer’s feet and footwear are extremely critical to not only the swing but also their overall enjoyment of the round,” said Masun Denison, global footwear director, adidas Golf. “Adizero ZG represents the next step on our journey to provide golfers with a lightweight option that has technology specifically focused on tackling those important areas like traction, stability and comfort, all in a spikeless silhouette.”

"For me, footwear is another critical piece of my equipment when I play and compete, but beyond the performance it also needs to be comfortable and look good," said adidas athlete Ludvig Åberg. "The new Adizero ZG is one that checks all these boxes for me, but I was especially impressed with how well it helps with traction and stability while still being so comfortable and lightweight. It's fun to play a small role in helping bring these products to life and it's another example of how the adidas team continues to lead in footwear design for all golfers."

The new [**Adizero ZG**](https://www.adidas.com/golf-shoes) footwear introduces key technologies to provide more efficiency from the ground up:

* **Lightweight Traction**
  + New lightweight **undercut lugs** along the perimeter of the **SPIKEMORE** outsole aim to offer golfers increased lateral stability and adaptive traction so that they react to what the golfer needs based on lie and terrain
  + A secondary cone-shaped traction system helps golfers feel flat on uneven terrain and is anti-clogging to help maximize traction overall
* **Lightweight Comfort**
  + adidas combined **LIGHTSTRIKE** and **LIGHTSTRIKE PRO** cushioning in the midsole to help golfers feel comfortable and close to the ground
  + In addition to an engineered tongue and **INSITE™ 2.0** sockliner, Adizero ZG also features a molded heel cushion, which was inspired by the running category and provides softer and targeted padding to help offer a better fit and improved comfort
* **Dynamic Motion**
  + A newly designed **DYNAMIC TORSION** plate in the outsole extends from the midfoot into the forefoot in specific areas to help golfers with rebound, but also to avoid rollover and power leak in the follow through of the swing
  + Design provides additional arch support to promote smooth walking, ultimately helping to reduce fatigue both during and after the round
  + To help the footwork throughout the swing, adidas also made the medial side of the outsole curved and softer while the lateral side has a sharper outside edge

The waterproof upper of **Adizero ZG** features adidas’ premium **SPRINTSKIN** material. This multi-layer upper is made up of high-performance materials to specifically give golfers an adaptive and athletic look while still being lightweight. adidas also included a heel clip in the upper to give golfers a locked-in feel and another layer of stability.

As part of the **Adizero ZG** range, adidas is introducing a BOA model for men and women to provide another option for improved fit and performance. adidas collaborated with the BOA Technology team to create a PRIMEKNIT sock-like construction so that golfers can slip the footwear on and then dial-in their fit with the micro-adjustable Li2 dial. With the BOA Fit System hidden throughout the upper, it offers golfers a clean and athletic look to go along with a customized fit.

The new **Adizero ZG** will be available in a variety of colorways in laced and BOA versions for both men and women, including a junior model inspired by the footwear, beginning Friday, January 31 on [adidas.com](https://www.adidas.com/golf-shoes), the adidas app and at select retailers worldwide.

1. *Based on National Golf Research about core golfers who average 36 rounds per year, playing each round in 4.5 hours* [↑](#footnote-ref-2)