**ADIDAS INTRODUCES EVERYDAY RUNNING – THE FOOTWEAR COLLECTION BUILT TO SUPPORT ALL RUNNERS**

* adidas completes its running offer with a trio of benefit-focused silhouettes for the everyday runner that unlock energy, cushioning and comfort
* Working from audience insights that found this community often feels overlooked and overwhelmed[[1]](#footnote-2) – the collection and launch campaign are designed to simplify the footwear selection process, and represent their experience, however they run
* The Supernova Rise 2, Adistar 4 and Ultraboost 5 – in fresh new colorways – are available in store and online https://www.adidas.co.uk/men-running-shoes now

**Herzogenaurach, July 3rd, 2025** – adidas today launches its Everyday Running footwear collection, built specifically for the needs and experiences of the “many” who seek benefits beyond records. The refined line-up of three models – each with a clear functional benefit – is created in response to the 56% of everyday runners that say choosing the right footwear can be too overwhelming and complex[[2]](#footnote-3), supporting all runners, however, or whyever they run, with an adidas shoe that works for them.

*"At adidas, we understand that running means different things to different people,"* ***said Alberto Uncini Manganelli, Global GM adidas Running and Credibility Sports.*** *"It isn’t enough to know that people run, we need to understand why they run, and what they need. For the few, our award-winning, race-ready Adizero range supports continuous progression and personal bests. But as the running community grows at the fastest rate ever, we’re equally committed to providing the best footwear solutions for the many who run for their own unique reasons – and require different benefits for different experiences. By offering a range which meets these unique benefits and experiences we aim to support everyone who runs in our belief that no mater your needs, wants or pace, if you lace up, and head out, you are a runner.”*

The adidas Everyday Running range includes a trio of benefit-focused silhouettes, designed to meet the varied needs of the everyday runner:

* **Supernova Rise 2 : super comfort for the runner looking for stability and support in every run.** Featuring adidas’ Dreamstrike+ super foam for cloud-like comfort in every stride.
* **Adistar 4 : maximum cushioning and shock absorption for the runner looking for support and protection in every step.** Thanks to a high stack of adidas’ unique REPETITOR EVA midsole foam.
* **Ultraboost 5 : ultra energy return for the runner looking for versatility and an extra boost in every stride.** Packing a LIGHT BOOST ™ midsole offering bounce in every step, and a PRIMEKNIT upper for a flexible and comfortable fit.

In unveiling the new collection adidas also explored the relationship and experiences this community has with this sport and their motivations for lacing up. It found that nearly 24% wouldn’t call themselves runners, with half of those asked feeling disconnected from the broader community as they don’t participate in organised races or don’t feel they run consistently enough.

In response, adidas captures – and celebrates – the relatable stories of everyday running heroes such as [Alex Hermanson](https://www.instagram.com/herm.runs/), [Tatiana Pires](https://www.instagram.com/tatianacspires/?hl=en) and [Bea Moura](https://www.instagram.com/bea_mouraaa_/), as well as Brazilian-American actress, producer, and entrepreneur Camila Mendes, who joined the adidas running family earlier this year, who share their unique stories of what running looks like for them.

All three shoes in the Everyday Running line-up are available today in vibrant seasonal colorways – all featuring a hint of mint. All can be purchased in-store and online at https://www.adidas.co.uk/men-running-shoes and will cost €140/$130 (Adistar 4), €150/$140 (Supernova Rise 2), and €180/$180 (Ultraboost 5).

**- ENDS -**

**Research references 1-4:**

1,500 participants between 18-45, who run at least once a week were recruited across the UK, Mexico and South Africa with 500 participants in each market. Everyday runners were considered those who ran 1-4 times a week and ambitious 5 times to everyday. Participants were surveyed between 16th May – 20th May 2025, via Focaldata - member of the British Polling Council and the Market Research Society.

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