



MOVE YOUR MIND WITH THE NEW ASICS GT-2000™ 10,  
DELIVERING HIGH LEVEL COMFORT TO LAST FOR MILES  
*-With its lightweight design and reliable stability, GT-2000™ 10 is a  
great accompaniment to your uplift experience-*



[September 10, 2021 – KOBE, JAPAN] – ASICS is today launching the GT-2000™ 10 shoe, specially designed to provide runners with-lasting comfort and support for the full duration of their workout – from first mile to last as they uplift their mind.

The LITETRUSST™ technology is a pivotal component of the GT-2000™ 10, delivering reliable stability across the midfoot and medial side of the shoe for a more efficient toe-off while aiming to prevent any excessive inward roll of the foot at mid-stance. This combines with its responsive and durable FLYTEFOAM™ Propel midsole to provide the runner with a softer, more responsive, but supportive feel every step of the way on their uplift journey.

Other key features of the shoe include a breathable lightweight knit on the upper, offering excellent airflow and comfort for the wearer. In the rear foot area, GEL™ technology provides extra cushioning and increased shock absorption.

The launch of the GT-2000™ 10 sees ASICS continue its mission to inspire as many people as possible to move their body to experience the mind-uplifting benefits of exercise in 2021. ASICS is tracking its progress by asking athletes to contribute to a live study that records the collective uplift score of every community and the world as a whole. Take part at [MindUplifter.ASICS.com](https://MindUplifter.ASICS.com).

The GT-2000™ 10 will be available globally for men and women from ASICS retail, online stores and specialist running outlets from September 10, 2021 at a retail price of \$120.

Find out more about ASICS' mission to move one million minds at [MindUplifter.ASICS.com](https://MindUplifter.ASICS.com).

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#### NOTES FOR EDITOR

##### ABOUT ASICS' MISSION TO MOVE ONE MILLION MINDS

As a pioneer in sport, ASICS is on a mission to inspire as many people as possible to move their body to experience the mind-uplifting benefits of exercise in 2021. ASICS is tracking its progress by asking all athletes to contribute to a live study that records the collective uplift score of every community and the world as a whole via [MindUplifter.ASICS.com](https://MindUplifter.ASICS.com).

The revolutionary Mind Uplifter™ will enable everyday athletes to chart the positive impact of sport across 10 emotional and cognitive metrics, showing how different sports impact how they think and feel.

This data will also feed into a live global study, capturing individual Mind Uplifts from around the world and visually transforming them into a dynamic and interactive World Uplift Map. The map will quantify the positive impact that sport is having on the collective mood of cities, nations and the world as a whole.

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Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit [www.asics.com](https://www.asics.com).

