



## ASICS LAUNCHES THE GEL-KAYANO™ LITE 2, ALLOWING RUNNERS TO TAKE THE BURDEN OFF THE PLANET AS WELL AS THEIR BODIES

- The new GEL-KAYANO™ LITE running shoe returns, offering high level of stability and cushioning while maintaining its lightweight design
- Made with more recycled materials, the GEL-KAYANO™ LITE 2 is a leading example of ASICS' commitment to sustainable practices for the future



**[July 2 2021 – KOBE, JAPAN]** –ASICS is today launching GEL-KAYANO™ LITE 2, a great shoe for runners who care as much about sustainability as they do stability.

Maintaining its signature lightweight design but featuring evolved midsole cushioning for a softer ride, the GEL-KAYANO™ LITE 2 will set runners up to go smoother for longer, helping them to achieve a sound mind in a sound body.

The FLYTEFOAM™ cushioning found in the midsole is formed with organically derived material. Not only does this provide a lighter and more durable midsole than traditional materials, it is also a more environmentally friendly method of producing shoes. Taking this commitment one step further, the shoe's upper utilizes recycled materials, including 60%-recycled polyester.

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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](http://www.asics.com).



ASICS has achieved excellent stability by designing the GEL-KAYANO™ LITE 2 with a flared and thickened midsole in the medial heel area to minimize the roll inward motion, so runners can take each stride with confidence and reduce load on the foot.



What's more, the shoe's wider platform creates a smoother landing and toe-off, providing additional stability and making it a great partner for those looking to join ASICS' mission to move one million minds in 2021.

Kicking off on Global Running Day 2021, ASICS is challenging runners everywhere to get active alongside thousands of other runners around the world by taking part in a World Uplifting Minds Run, available via the Race Roster and ASICS Runkeeper™ apps, to see the impact of movement on their mind first-hand with the *Mind Uplifter™*.

The GEL-KAYANO™ LITE 2 will be available from July 2, 2021. The shoe will retail for \$160.

Across the year, ASICS product will offer the performance and protection needed to get every athlete out there feeling the uplifting effect to its fullest. To find out more, visit [asics.com](https://www.asics.com).

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## NOTES FOR EDITOR

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

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The stripe design featured on the sides of the ASICS®shoes is a registered trademark of ASICS Corporation.

In 2021, ASICS is on a mission to uplift one million minds across the world. As a pioneer in sport, ASICS is enabling everyday athletes to see for the first time the impact of movement on their own mind – with every mind moved contributing to the world’s first live study into the relationship between sport and the mind.

The revolutionary new *Mind Uplifter™* will enable everyday athletes to chart the positive impact of sport across 10 emotional and cognitive metrics, showing how different sports boost how you think and feel. Click [here](#) to learn more.

Data gathered via the *Mind Uplifter™* will feed into ASICS’ live study, with individual Mind Uplifts from around the world later transformed into a dynamic and interactive World Uplift Map, quantifying the positive impact sport has in boosting the collective mood of cities, nations, and the world as a whole.

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