



ASICS LAUNCHES ITS LATEST SHOE IN THE ICONIC LEGENDS SERIES: GEL-CUMULUS™ 23

The much-loved GEL-CUMULUS™ is back, boasting a more comfortable ride than ever before

ASICS UNVEILS THE NEW GEL-CUMULUS™ 23, OFFERING ULTIMATE VERSALITY AND COMFORT FOR THE WEARER

- Latest instalment of the iconic GEL-CUMULUS™ series is specially designed to offer an even smoother and more cushioned ride
- Key features include a lightweight FLYTEFOAM™ midsole and 3D SPACE CONSTRUCTION technology underfoot for added support



[2 APRIL 2021 – KOBE, JAPAN] – Today, ASICS unveils the GEL-CUMULUS™ 23 – the latest update in the iconic GEL-CUMULUS™ shoe series.

A go-to shoe among runners for its versatility, comfort and eye-catching design, ASICS has taken GEL-CUMULUS™ to the next level by creating an even smoother and more cushioned ride. This improved comfort allows runners to focus simply on enjoying their run, enabling them to achieve a Sound Mind in a Sound Body at a time when it has never been so important.

ASICS has designed the GEL-CUMULUS™ 23 using GEL™ technology combined with a thicker layer of very light FLYTEFOAM™ midsole that gives

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.



cushioning and comfort while keeping the shoe responsive and light in weight. The addition of a seamless mesh upper means the shoe wraps the foot like a second skin, giving an extra layer of comfort for the wearer.

ASICS has also harnessed its 3D SPACE CONSTRUCTION™ technology to improve the shoe, a technology that provides added comfort and support in specific areas underfoot depending on the runner's gender. This means the GEL-CUMULUS™ 23 is optimized for the running styles of both men and women.

Shuhei Takemura, Manager, Performance Running Development Team, Footwear at ASICS said: "Offering a smooth ride to keep on running for longer. GEL-CUMULUS™ 23 is the latest shoe from that ASICS to help everyone achieve a Sound Mind in a Sound Body through sport. Providing cushioning and comfort while remaining responsive and light in weight, it is the perfect everyday trainer for athletes of all levels to get involved with our 2021 challenge to move your mind at sunrise and experience the uplifting power of sport."

GEL-CUMULUS™ 23 is available for men and women from ASICS retail, online stores and specialist running outlets from April 2, 2021. Visit the product video: [ASICS GEL-CUMULUS 23](#) and www.ASICS.com for more information.

ASICS is encouraging all runners to move their minds at sunrise in 2021 as part of their mission to enable everyone to achieve a sound mind in a sound body. Experience the unique cushioning and comfort of the new GEL-CUMULUS™ 23 by joining the ASICS Move Your Mind at Sunrise challenge. Then share your sunrise moment. #SoundMindSoundBody



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