



**ASICS ANNOUNCES NEWEST ADDITIONS TO
ENERGY SAVING SERIES WITH LAUNCH OF
GLIDERIDE™ 2 AND EVORIDE™ 2**

- Both GLIDERIDE™ 2 and EVORIDE™ 2 models are built on ASICS' GUIDESOLE™ technology to make running feel easier
- The shoes' innovative energy saving features are designed to help people all over the world achieve a sound mind in a sound body



[February 5 2021 – KOBE, JAPAN] – Today, ASICS announces the launch of GLIDERIDE™ 2 and EVORIDE™ 2 models, the newest editions to its popular Energy Saving Series designed to help runners go for longer, faster and easier.

Built on ASICS' GUIDESOLE™ technology, the new shoes make running feel easier, reflecting ASICS' ongoing commitment to help everyone achieve a sound mind in a sound body through sport.



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.



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

GLIDERIDE™ 2

Building on the success of the hugely popular GLIDERIDE™ shoe, GLIDERIDE™ 2 shoe is ASICS' latest premium, energy saving shoe, offering an even smoother and more cushioned ride.

Once again centered around GUIDESOLE™ technology to deliver superior energy saving for the runner, a key new feature of GLIDERIDE™ 2 shoe is gender-specific tuning, with a lower density foam for a softer feel underfoot offered for female runners – placing ASICS' spirit of personalization at the heart of the shoe's updated design.

Meanwhile, a widened midfoot base and reduced underfoot cutouts offer a smoother transition from heel-strike to toe-off for greater running efficiency. A newly engineered 3D-printed mesh delivers an improved upper fit and added comfort from the first mile to the last.

EVORIDE™ 2

EVORIDE™ 2 shoe is ASICS' lighter, more affordable energy saving shoe. Building on the success of last year's EVORIDE™ shoe, the shoe's updated design features a lower density FLYTEFOAM™ material. This makes it more lightweight with an even softer feel than its predecessor.

EVORIDE™ 2 shoe is also based on ASICS' GUIDESOLE™ technology, helping runners propel forward more easily at toe-off through a specially-designed angled midsole that provides extra support at the ankle. What's more, GLIDERIDE™ 2 is perfect for more environmentally conscious runners too, with approximately 20% of the shoe's upper made using recycled material.



KENICHI HARANO, Executive Officer, Senior General Manager, Institute of Sport Science at ASICS said: "In 2021 and beyond, everything we do will be geared towards championing the positive impact of sport on mental wellbeing and inspiring people all over the world to achieve a sound mind in a sound body. As we continue to invite runners all over the world to experience the uplifting power of sport by moving their mind at sunrise, launching the next generation of our popular GLIDERIDE™ and EVORIDE™ silhouettes is the latest step on this journey. There's no better way to experience the two shoes' incredible energy saving benefits than joining us on this mission and moving your mind at sunrise."

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NEWSLETTER

Both GLIDERIDE™ 2 (\$150) and EVORIDE™ 2 (\$120) models are available for men and women from ASICS retail, online stores and specialist running outlets globally from February 5, 2021.

Video Links

- [ASICS Energy Saving Series](#)
- [ASICS GLIDERIDE™ 2](#)
- [ASICS EVORIDE™ 2](#)

For more information about ASICS' mission to move minds, visit [ASICS.com](https://www.asics.com) and follow [@ASICS](https://twitter.com/asics).

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NOTES FOR EDITOR

About ASICS

Headquartered in Kobe, Japan, ASICS is a leading designer, manufacturer and retailer of high-performance athletic footwear, apparel and accessories. Founded in 1949 by Kihachiro Onitsuka, the company name is derived from the Latin saying Anima Sana In Corpore Sano ("A Sound Mind in a Sound Body"), and this maxim continues to guide the activities of the organization as a whole. ASICS has regional operations in Japan, the Americas, Europe, and Oceania, as well as South, East, and Southeast Asia, distributing products to over 150 countries and regions worldwide. The company also operates the Onitsuka Tiger classic footwear and HAGLOFS brands.

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