



## NEW ASICS NOVABLAST™ SHOE PUTS A SPRING IN RUNNERS' STEPS

With its lightweight design, the new NOVABLAST™ gives an energetic underfoot feel that suits a younger runner looking for a springy, fun experience



**[Tuesday, 25 February 2020 – KOBE, JAPAN]** – With a unique design in the ASICS line of performance running shoes, the new ASICS NOVABLAST™ delivers an energetic ride for people looking to inject a healthy dose of fun into their running life.

The bold, eye-catching design of the NOVABLAST™ mirrors the type of runner who will suit the shoe best. Part of a new, younger generation of runners, they don't just look for great performance from a shoe but also a sense of fun that makes them feel great and enhance their love of running.

In order to produce this sensation, the midsole design of the NOVABLAST™ takes inspiration from a trampoline, allowing runners to spring from stride to stride. The energetic ride will help runners to find their rhythm and feel their fastest.

Its new FLYTEFOAM™ Blast midsole gives the shoe a soft but responsive feeling underfoot. Despite its lightweight of approximately 275g (M) and

---

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).



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

225g (W)<sup>1</sup>, the NOVABLAST midsole design gives runners an energetic spring with every stride.

The upper fabric is a mesh that provides excellent airflow for a cooler run. It is engineered to be not only soft and comfortable, but also strong for hold and support – without any need for stitched or welded overlays. The sole of the NOVABLAST™ uses ASICS' renowned AHARPLUS™ rubber, which has triple the abrasion resistance of our traditional outsole and promises runners improved durability and better traction.

The NOVABLAST™ will be available globally for men and women from ASICS retail, online stores and specialist running outlets from **Thursday, 27 February 2020**. Visit [ASICS NOVABLAST](#) and [www.ASICS.com](http://www.ASICS.com) for more information.

Junichiro Tateishi, General Manager, Footwear Function Research Department, ASICS Institute of Sport Science, said: “The new FLYTEFOAM™ Blast midsole has been designed for more than just supporting a runner during their run; it has been designed for play and enjoyment.”

- ENDS -

---

<sup>1</sup> The NOVABLAST™ shoe weighs approximately 275g (M) and 225g (W) per single shoe.

---

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).



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