



ASICS EXPANDS GLOBAL TENNIS FOOTPRINT WITH CORIC AND GARCIA SPONSORSHIPS

ASICS today announced the sponsorship of Borna Coric and Caroline Garcia ahead of the start of the 2020 season.

New tennis partnerships with:

- Borna Coric from Croatia. He will be wearing the COURT FF™ 2 shoe.
- Caroline Garcia from France. Caroline will be wearing the GEL-RESOLUTION™ 8 shoe.
- Iga Swiatek, emerging Polish talent. She will be wearing the GEL-RESOLUTION™ 8 shoe.

Croatian talent Coric is currently ranked 28th in the world, had 2 ATP titles under his belt along with numerous victories over some of the strongest players on tour over the last couple of years. Coric has so far achieved a career-best ranking of number 12 and at 22 years of age also reached the Shanghai Final as well as won a US Open Junior title at 16 years of age.

Borna Coric will be playing in ASICS' COURT FF™ 2 footwear – a shoe loaded of technical features to help you twist and jump for each ball. The shoe's FLYTEFOAM™ midsole will help put a spring in your run - it's an advanced formulation that responds to the energy of your jumps. There's also GEL™ technology in the forefoot and rear foot of the shoe, cushioning your landings so you can reach up for that killer smash with confidence.

"I am looking forward to joining the growing ASICS Tennis Family. ASICS shoes have been recognised by professionals from different sports as probably the best and I can't be happier to have gotten a chance to play in them. I'm looking forward to the joint successes," says Coric.

Caroline Garcia is one of top French women's players with a previous best ranking of 4th in the world. At 26 years of age she has won 7 WTA titles in singles as well as a French Open doubles title.

Caroline Garcia will be wearing the GEL-RESOLUTION™ 8 footwear – the latest evolution in GEL-RESOLUTION™ series, loading with advanced features such as DYNAWALL™ technology, which ensures a superior balance of stability and flexibility; DYNAWRAP™ technology, a system of panels that cradle the foot and use the wearer's own momentum to maintain an excellent fit. The new shoe enables quick recovery and surefooted returns—not only from the baseline, but wherever the flow of play may take you.

"I am excited to join the ASICS family, a great brand that has a lot of history," says Garcia.

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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.



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

ASICS is additionally committed to the development of young talent which saw the brand partner with the Mouratoglou Tennis Academy in 2019. To further the emphasis on developing young talent ASICS has confirmed a partnership with Iga Swiatek from Poland, a former Junior Grand Slam winner and one of the rising stars in the game.

"I would like to welcome Caroline, Borna and Iga to the ASICS Tennis Family. We look forward to a mutually beneficial and successful partnership with each of the athletes as ASICS continues to expand its footprint in global tennis," says Motoi Oyama, Chairman/CEO of ASICS Corporation.

All ASICS tennis footwear and apparel is available at www.asics.com, selected ASICS Retail Stores as well as prominent tennis retailers worldwide.

Follow [@ASICStennis](https://twitter.com/ASICStennis) or asics.com/tennis for all ASICS latest tennis product and athlete updates.

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About ASICS Corporation: 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 classic footwear and HAGLOFS outdoor brands.

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