



## ASICS GEL-RESOLUTION™ 8: HIGH-TECH TENNIS SHOE FOR BASELINE PLAYERS

*Leading-edge sports science provides calibrated support for lateral movement*



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- Latest evolution in GEL-RESOLUTION™ series designed with the input of top ATP professional tennis player Gaël Monfils
- Advanced features including DYNAWALL™ and DYNAWRAP™ technologies combine flexibility with superb stability, providing 7.2% more braking force (According to ISS survey; in comparison with GEL-RESOLUTION™ 7)
- Available in men's, women's, and kids' models; wide sizes also available

In the latest evolution of the iconic GEL-RESOLUTION™ tennis shoe series, ASICS has announced the launch of the new GEL-RESOLUTION™ 8 model. Loaded with advanced technology underpinned by the human-centric science approach of ASICS Institute of Sports Science (ISS), the GEL-RESOLUTION™ 8 shoe is designed with the modern baseline player in mind, giving wearers of various levels the edge they need to win long, powerful rallies from the back of the court.

Developed with the input of ASICS Global Brand Ambassador and eight-time ATP singles tour titlist Gaël Monfils, the GEL-RESOLUTION™ 8 shoe boasts unique 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; a shoelace garage on the tongue to prevent lace breakages that

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.

disturb a player's rhythm; and a unique outsole design that maximizes contact area in zones that are crucial to braking, and reduces friction in those needed for sliding. The results deliver on the concept Brake The Unbrakable, with an astonishing 7.2% more dynamic braking force than predecessor GEL-RESOLUTION™ 7 (according to an ISS survey), enabling quick recovery and surefooted returns—not only from the baseline, but wherever the flow of play may take you.

“The first thing you look for in tennis shoes is stability—stability and comfort. You need to trust them, because your shoes are very important,” says Monfils. “The new GEL-RESOLUTION™ 8 model has great stability and the grip is unreal. I’m an extreme mover, and with these shoes I feel confident—for power, for changing direction. You need to have great balance, and these shoes give you the balance and the stability you’re looking for.”

“With tennis shoes, the ultimate goal is to give the wearer more time,” adds Isamu Ochi, General Manager of ASICS CPS Footwear Division’s Product Management Department. “That means the time to make that crucial return, prepare for the next shot, seize the upper hand and put your opponent on the back foot. Being able to stop and change direction quickly is vital to that, which is where our new GEL-RESOLUTION™ 8 model comes in.”

This performance, facilitated by ASICS’ stability-focused technology, is also reflected in a design with dynamic lines and a low center of gravity inspired by a sports car. “As with all our tennis shoes, the idea was a design that instantly evokes the shoe’s benefits and functionality the first time you see it; something that needs no explanation,” says CPS Design Team Manager Masashi Seo. And from the stitching on the upper, to the use of individually sculpted resin components, every design element has a functional purpose, combining a classically Japanese subtlety and attention to detail with fresh, innovative styling focused firmly on the future.

Ultimately, says Tatsuya Ishikawa, Lead Researcher with the ISS Footwear Function Development Team, the GEL-RESOLUTION™ 8 tennis shoe is a reflection of ASICS’ intensive research into the mechanics of tennis: “In contrast to running, which is principally about moving in straight lines, tennis involves a lot of different movements. It’s our job to focus on those, and every new release takes that to the next level. We’ve been selling tennis shoes since 1952, and as playing styles have evolved and become more physical—from the pro ranks right down to youth tennis—our shoes have adapted to meet those requirements.”

Follow [@ASICStennis](https://twitter.com/ASICStennis) or [asics.com/tennis](https://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.

**About ASICS ISS:** The ASICS Institute of Sport Science (ISS) embodies the corporate vision to “Create Quality Lives through Intelligent Sport Technology.” Maintaining “human-centric science”, the Institute focuses on the analysis of natural movements and actions. Developing and working with unique materials, ISS continues to lead innovation within the industry.

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