**REEBOK GETS ‘LIQUIFIED’**

***LIMITED EDITION LIQUID FLOATRIDE RUN CREATED WITH BRAND’S PROPRIETARY LIQUID FACTORY PROCESS***

**BOSTON, Mass. – March 21, 2018**– Today global fitness brand Reebok introduces **Liquid Floatride Run**, a performance running shoe that applies Reebok’s ground-breaking Liquid Factory technology to its award-winning Floatride Run sneaker.

This is the first application of the Liquid Factory technique on an existing Reebok model. The Liquid Factory process makes the shoe 20 percent lighter than the original Floatride run and adds two new component features: **liquid lace** and **liquid grip**.

**Liquid lace** replaces conventional laces to create a stretch-to-fit slip-on. A thin liquidweb is drawn by the Liquid Factory process that stretches across the top of the shoe in place of laces. The liquid lace turns the shoe into an easy-on, easy-off slip-on while still holding the foot in place.

**Liquid grip** replaces the rubber outsole seen in typical footwear, with a liquid version drawn in stripes across the bottom of the shoe. A rubber outsole is the heaviest component of a shoe, so replacing it with liquid -  only where needed - cuts the weight of the shoe dramatically. Shoe testers noticed that the liquid grip provides increased traction versus a typical shoe.

The Liquid Floatride Run incorporates the same proprietary Floatride cushioning midsole as the original Floatride Run, which was awarded Best Debut from *Runner’s World* in 2017.

The limited-edition Liquid Floatride Run will be available on March 21 at [Reebok.com](http://www.reebok.com/us/)

 “Last year we launched the Liquid Factory concept with the Liquid Speed shoe. It was definitely a striking silhouette, as we aimed to showcase the way that the 3D drawing process could change the way shoes are made,” said Bill McInnis, Head of Reebok Future. “What we’re excited to highlight with Liquid Floatride is how we can apply the Liquid Factory process to any of our existing products, to make great shoes even better.”

In addition, Reebok is also releasing images of additional conceptual footwear that utilize the Liquid Factory process to showcase the breadth and future potential of the technique.

“The next generation of Liquid Factory products will be even more innovative, as we can create the entire shoe using the Liquid Factory process – outsole, cushioning and upper fit systems – the whole shoe. We are looking forward to bringing many more products to market that incorporate the ground-breaking Liquid Factory process.”

The Reebok Liquid Factory concept debuted in late 2016. The innovative manufacturing technique uses an all new digital process with state-of-the-art software, robotics and materials. It’s based on **3D Drawing**, where a proprietary liquid material, created for Reebok by BASF, is used to draw shoe componentry cleanly, precisely and in three-dimensional layers. This proprietary layering technique is used to create totally unique footwear, without the use of traditional molds, allowing Reebok to design and manufacture a high performance athletic shoe far faster and more efficiently than ever before.,

For more information please visit [www.reebok.com](http://www.reebok.com/) and <http://news.reebok.com/global>

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**About Reebok**

Reebok International Ltd., headquartered in Boston, MA, USA, is a leading worldwide designer, marketer and distributor of fitness and lifestyle footwear, apparel and equipment. An American-inspired global brand, Reebok is a pioneer in the sporting goods industry with a rich and storied fitness heritage. Reebok develops products, technologies and programming which enable movement and is committed to accompanying people on their journey to fulfill their potential. Reebok connects with the fitness consumer wherever they are and however they choose to stay fit – whether it’s functional training, running, combat training, walking, dance, yoga or aerobics. Reebok Classics leverages the brand’s fitness heritage and represents the roots of the brand in the sports lifestyle market. A subsidiary of adidas, Reebok is the exclusive outfitter of CrossFit and the CrossFit Games, the official title sponsor of the Reebok Spartan Race; the exclusive authentic global outfitter of UFC; the title sponsor of the Reebok Ragnar Relay series; and exclusive apparel provider for Les Mills.

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