

**REEBOK DEBUTS ITS LIGHTEST RACING FLAT YET**

***Reebok’s Running FloatrideÒ Franchise Expands with Two Silhouettes Designed for Speed: Floatride Run Fast and Floatride Run Fast Pro***

**Boston, MA – July 1, 2018**– Today,Reebok continues to stake its claim in the running world with its newest releases in the category:  Floatride Run Fast and Floatride Run Fast Pro, the brand’s lightest running flat.

Designed for the serious runner who demands both a lightweight and well-cushioned silhouette, these two dynamic, responsive and striking running shoes leverage the award-winning FloatrideÒ technology that has revitalized the Reebok running category in recent years.

Working with elite runners from [ZAP Fitness](http://zapfitness.com/), Reebok coupled its product development in collaboration with the innovation team and rigorous testing procedures with direct insights and feedback from high performance runners. As a result, the brand produced two of its most premium racing shoes to date.

Weighing in at only 100-grams\*, the **Reebok Floatride Run Fast Pro($250)** is currently one of the world’s lightest racing flat on the market. Stripped down to only the most essential components with the lightest amount of Floatride cushioning available, the Floatride Run Fast Prois designed to make runners feel fast on race day.

Highlights of the Reebok Floatride Run Fast Pro include:

* **New Profile, High-Speed:**Lightweight and responsive Floatride cushioning available to help maximize speed
* **Lightweight Breathability:**Minimalist engineered mesh upper and reduced seam construction for ultra-light performance and breathability
* **Fast Traction:**Ultra-thin outsole with precision traction pads for lightweight durability and optimal grip

Complementing this release is the **Reebok** **Floatride Run Fast($140)** – a speed shoe designed for runners who want a fast, lightweight shoe that doesn’t compromise on cushioning support. The ultra-responsive cushion and spring softness helps runners through speed training and tempo workouts, helping them work towards their fastest race day.

Highlights of the Reebok Floatride Run Fast include:

* **Speed-day Cushioning:** Floatride foam midsole delivers the optimal mix of lightweight cushioning and responsiveness
* **High Traction Pads:** High-abrasion, ultra-thin outsole for constant ground contact and a springy ride
* **Seam-free Comfort:** Perforated mesh upper is engineered for comfort and breathable flexibility

“The creation of Floatride Run Fast and Floatride Run Fast Prohighlight Reebok’s continued innovation within and dedication to the running community,” said Scott Daley, Vice President of Performance Footwear at Reebok. “The collaboration between our design and innovation teams with elite runners from our partner ZAP Fitness was instrumental in creating products that we knew could believe in.”

Prior to the shoes’ official release, both silhouettes made their race debuts this April, where Reebok and ZAP Fitness athletes Tyler Pennel and Nicole DiMercurio, accomplished top ten finishes at a world-renowned marathon wearing the Reebok Floatride Run Fastand Reebok Floatride Run Fast Pro respectively. Reebok and ZAP Fitness athlete Andrew Colley also experienced success in the Floatride Run Fast Pro, grabbing bronze in his recent performance at the US half marathon championships.

“For runners like me who need something lightweight, but also crave more cushioning, the Floatride Run Fast is the best flat I’ve ever owned,”  said Tyler Pennel, Reebok ZAP Fitness Athlete. “As an athlete, it was a dream experience to be apart of the development process of a shoe that didn’t just make an impact on its final design, but also made an impact on my racing career, ultimately taking me to a top five finish in one of the biggest marathon races in the world.”

**The Reebok Floatride Run Fast Pro ($250) and Floatride RunFast ($140) will be available starting July 1 on**[**www.reebok.com**](http://www.reebok.com)**and select retailers nationwide.**

*\*100-gram weight based on a men’s size 9 shoe*

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**Media Contacts**

Lizzy Manno

M&C Saatchi Sport & Entertainment

Lizzy.Manno@mcsaatchi.com

**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 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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