



Reebok Launches the Nano X2, the Official Shoe of You

The most wearable Nano yet with versatility and style at its core

BOSTON, Mass. – March 18th, 2022 – Today, Reebok announces the launch of the Nano X2, the latest iteration of the award-winning Nano franchise. Designed to meet the needs of the ever-evolving athlete and wellness enthusiast, the Nano X2 is built to be the most wearable Nano training shoe ever with a focus on durability and style.

While performance is always first and foremost for the Nano franchise, the Nano X2 infuses a range of lifestyle elements for versatility and comfort whether you're at the gym for a hardcore workout or taking on your day-to-day. All versions of you thrive in the new Nano X2.

"With the Nano X2, we evolved and refined the official shoe of fitness and put the wearer front and center," says Tal Short, Reebok Senior Product Manager. "We wanted to provide fitness enthusiasts of all kinds a go-to training shoe option that they can take to the gym for a new PR and beyond for all-day support."

To truly tout the versatility and durability of the Nano X2, Reebok enlisted a roster of elite athletes and trainers to bring to life Nano X2's 'Official Shoe of You' campaign and mantra. Here, partners such as **Julie Ertz**, global soccer star, **Christian Harris**, athlete and training coach, **Jess Sims**, renowned global fitness instructor, and **Annie Thorisdottir**, fitness icon and new mom, show off how they're thriving inside and outside of the gym in the Nano X2.

"Whatever life – or my daily workout routine – throws my way, I know I can conquer it all with the new Nano X2," says Jess Sims. "Not only is the Nano X2 the ultimate training shoe for in the gym performance, but it's also stylish and comfortable enough for everyday moments, from getting around the city, to walking my dogs."

Designed with ultimate wearability in mind for a range of training demands, the Nano X2 continues to focus on speed, comfort, and control while providing design and style upgrades to appeal to a variety of athletes and active lifestyles.

Key Reebok Nano X2 details include:



- **Re-engineered FlexWeave Knit Upper:** Provides improved protection, breathability, and style.
- **Updated Heel Shape and Clip:** Slimmer and more defined heel clip to help increase stability.
- **Floatride Energy Foam:** Offers extra responsiveness in the forefoot for comfort and support.
- **Speed, Comfort, and Control:** Continues to be the main focus.

On April 8th, the all-new Reebok Nano X2 will be available for \$135 USD in men's and women's sizes on [Reebok.com/NanoX2](https://www.reebok.com/NanoX2) and select retailers worldwide. In addition to key launch colorways made available on 4/8, Reebok will continue to drop a range of Nano X2 colorways and sizes throughout the season. Product and size drops to vary per market.

Starting April 1st, Reebok UNLOCKED members will be given early access for purchase and will have exclusive access to a limited-edition release of the *Nano X2 Orange Heat*.

Nano X2 Orange Heat pays homage to the franchise's heritage, available in an eye-catching, buzz driving, orange colorway that was a fan-favorite from past iterations. Additional men's and women's sizes and surprise restocks to be made available in limited capacity.

To set email and calendar reminders for upcoming Nano X2 colorway drops and to learn more, visit [Reebok.com/NanoX2](https://www.reebok.com/NanoX2).

About Reebok

Reebok is a pioneer in the sporting goods industry with a rich and storied fitness heritage dating back to 1895. Reebok was founded on athletic footwear that changed the direction of sport. Since then, the art of outpacing expectation has brewed in the brand's DNA. This is what fuels Reebok to break up boundaries and incite movement. And to make products that help others explore exactly what movement means to them. Reebok strives to deliver each and every athlete, from professionals to enthusiasts, with the opportunity, products and inspiration to reach their full potential. Reebok Classics leverage the brand's fitness heritage and represent the roots of the brand in the sports lifestyle market. Reebok is an American-inspired global brand with headquarters in Boston, MA.

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