



## Reebok Introduces the Floatride Energy 4

Built to inspire the everyday runner to run outside convention

**BOSTON, Mass. – March 23rd, 2022** – Today, Reebok unveils the latest model within the Floatride Energy running shoe franchise, **The Floatride Energy 4**. Built for both new and seasoned runners, the Floatride Energy 4 provides the key qualities of a high-performance running shoe at an accessible price point.

The Floatride Energy 4 is Reebok's **lightest weight** Floatride Energy iteration with the introduction of the Speed Shift Upper material. Lightweight and breathable, the tech-forward material offers added protection and durability without lacking on style. The newest iteration also features crafted elements of embroidery, synthetic leather, and bold midsole colors.

“We’re thrilled to have Floatride Energy 4 join our line-up of award-winning running shoes,” says Keith Stern, Senior Product Manager, Running Footwear at Reebok. “Our goal at Reebok is to support runners, no matter where they are on their running journey. With this new model, we want to encourage both seasoned athletes and everyday runners to try something new.”

Key highlights of the Floatride Energy 4 include:

- **Speed Shift Upper:** New to the model, lightweight and breathable Speed Shift Upper material provides added protection and durability.
- **Floatride Energy Foam:** Performance cushioning for a lightweight, responsive ride.
- **Carbon Rubber Outsole:** Full rubber outsole for added traction on the road.
- **Engineered Bevel:** Reduces heel breaking for a smoother, flexible stride.
- **Reebok [REE]CYCLED Product:** A minimum of 30% of the upper is recycled materials.

Featured within the Floatride Energy 4 campaign, Run Outside Convention, is Reebok athlete **Haley Adams** and Reebok Head of Fitness and personal trainer, **Maillard Howell**. Both fierce competitors of sport within their respective realms, the duo touts the versatility of the new Floatride Energy iteration, showcasing the variety of athletes within the running community.

“Early in my fitness journey, I didn’t always see myself as a runner,” says Haley Adams. “Eventually, I realized that running, and being a runner, is whatever you want to make it be. You don’t always need to be the fastest, or first in the pack, but instead just lacing up and getting out there to try something new can be just as impactful.”



**The Floatride Energy 4 is currently available for \$110 in a range of colorways in mens and womens sizes on [Reebok.com](https://www.reebok.com) and select retailers worldwide.**

To learn more on Reebok's Floatride franchise please visit: [Reebok.com/floatride-shoes](https://www.reebok.com/floatride-shoes).

#### **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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