



Reebok Launches New Performance Running Shoe: The Floatride Energy X

The new model features a carbon fiber plate in the forefoot and full height Floatride Energy Foam

BOSTON, Mass. – April 15th, 2022 – Today, Reebok announces the launch of the Floatride Energy X – the brand’s newest high-performance running shoe versatile enough for both marathon racing and long-distance training. Offered at an accessible price point, the latest addition to the Floatride franchise continues to build upon Reebok’s mission to make running, and premium running products, more approachable for all.

Engineered with high-performance efficiency in mind, the Floatride Energy X most notably features a carbon fiber plate in the forefoot. Offering a premium performance feel that is suitable for elite marathons, while durable and affordable enough to double as a long-distance training shoe.

“All runners should have the opportunity to reach their highest potential,” says Keith Stern, Senior Product Manager, Running Footwear at Reebok. “We created the Floatride Energy X to give runners of all levels a premium performance racing shoe option at an accessible price.”

Key highlights of the Floatride Energy X include:

- **Flexweave Upper** is lightweight, breathable, and durable
- **Carbon Fiber Plate** in the forefoot for optimal efficiency and comfort
- **Floatride Energy Foam** maximized stack height offers speed and cushioning

The Floatride Energy X is currently available for \$170 USD in limited unisex sizing on Reebok.com and select retailers worldwide.

Coming later this season, Reebok will be dropping a range of fashion-inspired colorways of the Floatride Energy X. As fashion continues to collide with performance footwear, Reebok is excited to bring the history and technology of the Floatride franchise to the fashion running space.



To learn more on Reebok's Floatride franchise please visit: 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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