



## **Reebok Expands FloatZig Running Shoe Franchise: Introduces FloatZig Tread and FloatZig Double**

**BOSTON, Mass. – Jan. 9th, 2026** – Today, Reebok introduces two new iterations within the award-winning FloatZig Running Shoes franchise, the **FloatZig Tread** and **FloatZig Double**. Designed to meet the ever-evolving needs of the modern runner, the FloatZig Tread is Reebok's first performance running shoe designed specifically for treadmill running, while the FloatZig Double is designed to support long-distance runs. Both new models will launch for sale at Reebok.com on **January 21st, 2026**.

The FloatZig Tread is built primarily to maximize performance and enjoyment of treadmill running, while usable for both indoor and outdoor runs and bodyweight workouts. Featuring a lower stack, dual density midsole for a lightweight experience and a highly responsive underfoot feel. Plus, a full-length rubber outsole enhances traction and durability underfoot.

To maximize comfort on longer distance runs, the FloatZig Double offers ample support, a forefoot rocker and max cushion for a metronomic feel during higher mileage training.

"We're excited to introduce the FloatZig Tread and FloatZig Double and bring innovative solutions to the running community," said Chris Stone, Product Director at Reebok. "Running continues to evolve at all levels as a go-to form of exercise and treadmill running and group fitness communities are offering new routes into running, which we see as a huge opportunity. We worked to create new offerings that will help athletes feel their most confident and empowered when wearing Reebok."

### **FloatZig Tread Tech Features:**

- **Lateral Outrigger:** Provides stability through gait transition and helps enhance usage for Functional Fitness exercises
- **Griptonite Traction:** Targeted, reinforced rubber with additional durability at key points of contact
- **Dual Density Superfloat Midsole:** SuperFloat cushioning allows for comfort in a minimal stack – stabilized with an EVA rim
- **Zoned Breathability:** Lightweight upper panels and minimally constructed gusseted tongue helps enhance air flow



- **ZigTech Technology:** Designed to help enhance forefoot flex and energize toe off
- **Lower Stack DualFuel Midsole:** Specialized midsole shape is optimized to provide the smoothest ride while enhancing responsiveness
- **Drop | Weight:** 8mm drop | 9.1 oz

#### **FloatZig Double Tech Features:**

- **SuperFloat+ Technology:** Offers maximum comfort and cushioning.
- **Dual Density Midsole:** Provides lightweight plush cushioning plus added stability for more supported landings.
- **Engineered Knit Upper:** Wraps the foot for comfort and support with advanced ventilation.
- **Forefoot Rocker:** Provides gentle propulsion to promote forward motion on your longest runs.
- **Full-Length Rubber Outsole:** Elevates responsiveness while providing added durability.
- **Drop | Weight:** 6mm drop | 11.4 oz

The FloatZig Tread and FloatZig Double are the latest tentpole launch in Reebok's New Look of Sport design DNA, focused on creating pinnacle performance products with an expressive look and feel. Headlined by Reebok's global athlete roster including renowned race car driver **Pierre Gasly** and CrossFit legends **Christian Harris** and **Fee Saghafi**, the brand's global running campaign features athletes at their home-turf – gritty, sweaty, and unfiltered – performing at their peak.

**On January 21st, the all-new Reebok FloatZig Tread (\$110 MSRP) will become available on Reebok.com and at Road Runner Sports. The FloatZig Double (\$140 MSRP) will become available on Reebok.com.** Both models will be offered in a variety of unisex and women's launch colorways, with additional pack drops throughout the season. Product availability and launch timing to vary per market.

To learn more, please visit: <http://www.reebok.com/pages/running>.

#### **About Reebok**

Reebok is an iconic and irreverent sports culture brand with a rich and storied fitness heritage dating back to 1895. Founded on athletic footwear that changed the direction of sport, Reebok continues to introduce innovations that propel the industry forward. Today, Reebok sits at the intersection of active, lifestyle and sport, offering high quality and modern styles that are adaptable for every



occasion. The brand strives to deliver every athlete, from professionals to enthusiasts, with the opportunity, products and inspiration to reach their full potential. Reebok currently operates in 80 countries with approximately 400 freestanding stores around the world.

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