

## News Release

### THE ASICS GEL-NIMBUS® 17 RECEIVES *RUNNER'S WORLD'S* TOP HONOR; AWARDED EDITOR'S CHOICE IN SUMMER SHOE GUIDE

Irvine, CA – April 16, 2015 – [ASICS America Corporation](http://asics.com) is pleased to announce that the ASICS [GEL-Nimbus® 17](#) has received top recognition from *Runner's World*, earning “Editor’s Choice” in the June issue’s highly anticipated Summer Shoe Guide, on newsstands May 5.



*Runner's World* wear-tested more than 22 different models of performance running shoes across multiple brands for the guide, which will appear in print and online and as part of the *Runner's World* shoe finder.

The magazine called the GEL-Nimbus® 17 “...the plushest, most cushioned ride you can buy,” and said “the 17th edition is a luxury sport model, displaying nimble performance as the lightest and most flexible Nimbus yet, while even more cushioned. The upper has been overhauled with a seamless mesh that conforms and moves with your foot. A plastic external cage supports the heel without adding much weight. The sockliner is made of a lighter, bouncier material; GEL® padding extends farther forward to cushion your outside toe. The women’s model is built for a women’s-specific foot shape and uses softer foams and more heel lift to support the Achilles tendon. Testers gave the shoe a big thumbs up for fit, cushioning, and ride...”



“We are thrilled that the GEL-Nimbus® 17 has been recognized in such an important way by *Runner's World*,” said Brice Newton, Sr. Footwear Product Manager for ASICS America Corporation. “This footwear is a perennial favorite with runners of all kinds, and we really wanted to give them something special with this new, lighter weight edition. We pushed ourselves to deliver the very best technology with an unparalleled and comfortable ride.”

Introduced by ASICS earlier this year, the GEL-Nimbus® 17 features serious weight reduction with a nearly seamless FluidFit® upper that fits and feels like a runner’s dream. The new FluidRide® midsole and extended Rearfoot and Forefoot GEL® Cushioning system improve upon the plush and luxurious ride. A new top-of-the-line ComforDry™ X-40 Sockliner sits atop a new full-length ComforDry™ lasting for the ultimate in cushioning and comfort.



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The ASICS GEL-Nimbus® 17 retails for \$150.00 and is available at select specialty and sporting goods stores nationwide and online at [www.asicsamerica.com](http://www.asicsamerica.com).

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**PHOTO CAPTION (SHOE):**

ASICS GEL-Nimbus® 17 received top honors from *Runner's World* as "Editor's Choice" in the June 2015 Summer Shoe Guide, on newsstands May 5.

**PHOTO CAPTION (LOGO):**

Runner's World Editor's Choice

**About ASICS**

Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of performance athletic footwear, apparel and accessories. For more information, visit [www.asics.com](http://www.asics.com).

