ASICS Public Relations Team
TEL:＋81(078)-303-2255
asics.com

News Release

Kobe, Japan | May 15, 2012
—

—A Step Toward supporting athletes reach top performance—
Full Carbon Spec Spike Short-Distance Shoes Developed

ASICS Corporation (Headquarters: Kobe, Japan; President: Motoi OYAMA) has introduced a new model of spike shoe for short-distance track events with an outer sole made entirely of CFRP (Carbon Fiber Reinforced Plastics). The sole and spikes (located for best effect) are cast together, thus reducing the loss of energy to help the athlete maintain maximum speed.

In short-distance track events that are won by hundredths of a second, spikes must hit the track without the athlete losing power. The outer sole of the spike must therefore be lightweight of course, but also have a design technology with optimal distribution of rigidity so that the athlete can deliver his or her maximum performance.

The new spike outer sole was developed through collaboration between ASICS Institute of Sports Science and Kawaju Gifu Engineering Co., Ltd. (Headquarters: Kakamigahara City, Gifu Prefecture), a leader in Japanese aerospace technology. The outer sole was designed to provide fine rigidity where needed in the outer sole by layering sheets of CFRP. This minimizes energy loss and maximizes propulsion to allow the runner to maintain his or her top speed through the end of the race. The new sole has thus been lightened by approximately 15% compared to the current nylon outer sole.

Further, spike pins have been located optimally in order to improve gripping strength for smoother gravitational movement. The design is based on running data of numerous top athletes gathered by the ASICS Institute of Sports Science and human engineering design.

The upper is made of lightweight artificial leather that is less stretchable so has better fit and hold. This limits any shifting between the shoe and foot at the time of strike and takeoff. The spike feels even more like an extension of the foot.

ASICS's new spikes will debut this season, worn by top athletes vying for their personal bests. The shoes offer lightness needed for short distances, stiffness distribution for optimal performance, and ideally-designed spike pin placement.

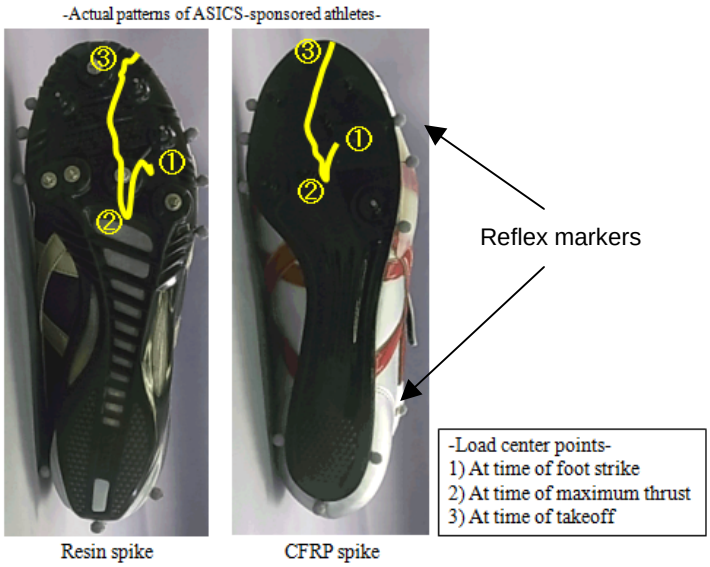
ASICS Public Relations Team
TEL:＋81(078)-303-2255
asics.com

News Release

ASICS's new short-distance track spikes

≪ Running impact load centers≫

Locations of load points on soles between foot strike and takeoff. ② The more load in the toe area, the more it moves forward at the time of maximum thrust



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 running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit www.asics.com.