



**ASICS ANNOUNCE THEIR LATEST PRODUCT INNOVATION –
THE GT-2000™ 9 SHOE PROMISING ENHANCED FIT AND
FEEL FOR RUNNERS**

- ASICS' latest shoe – the GT-2000™ 9 – combines **advanced** features to deliver enhanced fit and comfort from the get-go
- As the 28th edition of the hugely popular GT-2000™ series, this model combines and reimagines product features right from the sole to the upper mesh, providing support runners can trust



[Oct. 2, 2020 – KOBE, JAPAN] – Today, ASICS are excited to announce the launch of the GT-2000™ 9 shoe promising runners a stable, responsive ride and a more efficient transition from footstrike to toe-off.

The GT-2000™ 9 model is a versatile shoe specifically designed to provide comfort and support whilst delivering stability for advanced performance. The versatility of the GT-2000™ 9 means it is also an excellent choice for a long run, a tempo run and an interval work-out.

The new GT-2000™ delivers enhanced fit and feel

With the new GT-2000™ 9, ASICS have combined innovative features for an enhanced fit and feel. The new soft and lightweight one-piece mesh is constructed with no sew overlays reinforcing the upper shoe, especially over

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.



the arch, for added stability and support runners can feel. This is complemented by new ORTHOLITE™ lasting for advanced step-in and all-round foot comfort.

And that's just the start – GT-2000™ 9's FLYTEFOAM™ midsole is lighter and more durable than traditional midsole foams meaning wearers enjoy a cushioned and supportive feel throughout the gait cycle, while rearfoot GEL™ technology absorbs shock with every landing. Also, heel holding improves approximately 50% while running, which provide the runners with a more comfortable ride to support their performance¹.

When it comes to performance, the GT-2000™ 9 provides advanced stability for run efficiently. The pioneering DYNAMIC DUOMAX™ technology helps support runners whose feet roll inward too much (overpronate) for a more efficient ride.



US Elite ASICS runner, Johnny Gregorek says “The GT-2000™ series provides a balance of cushioning and support that I need – I have a mild pronation and mid-foot strike in my stride and the GT-2000™ perfectly accounts for those elements and creates a nice and even forward roll for my foot”.

ASICS continue to respond to runners changing needs

¹ Research conducted by ASICS Institute of Sport Science, Kobe, Japan, August 2020 against GT-2000 8 running shoes.

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.



The stripe design featured on the sides of the ASICS® shoes is a registered trademark of ASICS Corporation.

The GT-2000™ 9 launch comes amidst the ongoing COVID-19 pandemic. Ongoing research conducted by ASICS shows that globally, 7 in 10 (68% globally; 54% in UK) people are more driven than ever to return to their physical peak. Fitness-tracking app Runkeeper™ continues to see increases with users - with a 113% increase in registrations globally year to date vs the same time period in 2019. ASICS is committed to meeting runners' needs – both during this pandemic and beyond.

ASICS believes in a *Sound Mind in a Sound Body* now more than ever. We know from our ongoing research that as the months have passed runners are missing the motivation and connection they get from team events. 42% of people who exercise regularly are finding it difficult to stay motivated as they don't have a goal to work towards at the moment. ASICS have responded with the new ASICS World Ekiden 2020: the ultimate team challenge that will see teams of up to six people from all over the world come together to complete a combined marathon in the fastest possible time. A specially created virtual race platform will vividly bring to life the connection and motivation of team competition at a time of physical distancing, helping runners of abilities stay connected with the sport and their wider community.

The ASICS World Ekiden 2020 is open to all with distances that attract all levels of runner. To take part, runners simply sign up for free from 1 October 2020, using ASICS Runkeeper™. Teams must complete their relay race between 11th and 22nd November 2020. For expert advice, training plans and more information about how to run, follow #RunToFeel or visit asics.com/mk/run-to-feel

The GT-2000™ 9 will be available globally for men and women from ASICS retail, online stores and specialist running outlets. Visit the product video: [GT-2000 9](#) and www.ASICS.com for more information.

- ENDS -

NOTES FOR EDITOR

About ASICS

Headquartered in Kobe, Japan, ASICS is a leading designer, manufacturer and retailer of high-performance athletic footwear, apparel and accessories. Founded in 1949 by Kihachiro Onitsuka, the company name is derived from

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.



The stripe design featured on the sides of the ASICS® shoes is a registered trademark of ASICS Corporation.

the Latin saying Anima Sana In Corpore Sano (“A Sound Mind in a Sound Body”), and this maxim continues to guide the activities of the organization as a whole. ASICS has regional operations in Japan, the Americas, Europe, and Oceania, as well as South, East, and Southeast Asia, distributing products to over 150 countries and regions worldwide. The company also operates the Onitsuka Tiger classic footwear and HAGLOFS brands.

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.



The stripe design featured on the sides of the ASICS® shoes is a registered trademark of ASICS Corporation.

