

ASICS LAUNCHES MAGIC SPEED™, OFFERING HIGH LEVEL PERFORMANCE AND ENERGY EFFICIENCY TO HELP RUNNERS GO FOR LONGER AND FASTER

- MAGIC SPEED™ is a new racing shoe from ASICS' Energy Saving Series family, providing superior energy return at an accessible price point
- The lightweight racing model features, GUIDESOLE™ technology and a carbon plate to help runners save energy every step to run faster, less effort.



[April 2 2021 – KOBE, JAPAN] – ASICS is today announcing the launch of MAGIC SPEED™ - a new lightweight training and racing model, designed to offer high level performance and energy efficiency to allow runners to go for longer and faster.

MAGIC SPEED™ is the new racing shoe offering in ASICS' Energy Saving Series. Applying the advanced technology from METARACER™ shoe in 2020, it will offer a more accessible and affordable alternative for training and racing to give runners a competitive edge.

Key features of the shoe include the utilization of GUIDESOLE™ technology, working with a carbon plate that adds structure to help propel runners forward at the toe-off easier, reducing the workload at the ankle.

The shoe offers responsive cushioning through the inclusion of FF Blast material - a springy and lightweight cushioning compound that generates a soft landing with an energized toe-off. It also features excellent traction through its AHAR™ outsole technology, providing advanced durability and grip.

MAGIC SPEED™ will be available for men and women from ASICS retail, online stores and specialists running outlets globally from April 2, 2021 for \$ 150 USD.

To find out more about the product, please visit [asics.com](https://www.asics.com).

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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.

