



ASICS LAUNCHES THE NOVABLAST™ 2, PUTTING AN EXTRA SPRING IN RUNNERS' STEPS WITH EXCELLENT ENERGY RETURN

- Put even more bounce in your stride in a shoe that feels responsive and catches the eye with its looks
- Addition of a revolutionary new heel stabilizer meanwhile gives the shoe an even smoother ride



[June 2 2021 – KOBE, JAPAN] – ASICS today launches the new BLAST BEYOND™ SERIES, comprised of NOVABLAST™ 2 and DYNABLAST™ 2 shoes. ASICS launched the NOVABLAST™ and DYNABLAST™ to a rapturous response from the running community last year, and this year the shoes return with even more of the trademark bounce they have become famed for.

These shoes' responsiveness comes thanks to FF BLAST™ foam located in the sole, which generates a soft landing followed by a responsive rebound to propel you through each stride.

To improve the NOVABLAST™ 2 even further, carvings into the outsole was inspired by trampoline to allow additional compression for a more responsive bounce back at toe-off. Also, developers have increased the mid-foot width of the shoe and carried out asymmetric undercutting to the midsole's geometry, which works in tandem with a new TPU heel stabilizer to create a more balanced stride and harness the shoe's bounciness.

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.



These changes make the NOVABLAST™ 2 an appropriate choice for those shorter, more energetic runs for which runners reach for a responsive shoe that will enhance the bounciness and enjoyment of running.



Enjoyment of the sport is something ASICS is constantly looking to facilitate, not just through our products but through everything we do as we look to reconnect with our founding philosophy of ‘Sound Mind, Sound Body’ in 2021. As part of this, ASICS is undertaking a landmark research project into the positive impact of sport on mental wellbeing.

Ahead of the research project’s full roll-out, ASICS has also conducted an initial feasibility study involving a group of elite athletes – including British Olympic runner and European Triathlon Champion Beth Potter – and everyday athletes as a basis for comparison. On Global Running Day 2021, we look forward to sharing these initial findings.

Both the NOVABLAST™ 2 and DYNABLAST™ 2 will be available from June 2, 2021.

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

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