



ASICS LAUNCHES THE GEL-KAYANO™ 28, DELIVERING ITS TRADEMARK STABILITY WITH AN EVEN SMOOTHER RIDE

- A favorite among runners for over a quarter of a century, the GEL-KAYANO™ 28 shoe gets even better with the addition of FF BLAST™ cushioning
- A newly designed low-profile heel structure enables an efficient toe-off and stable ride, offering excellent comfort



[June 4 2021 – KOBE, JAPAN] – ASICS is today launching the new GEL-KAYANO™ 28, a shoe boasting the signature GEL-KAYANO™ stability with a softer and smoother ride.

The GEL- KAYANO™ 28 features a newly designed low-profile External Heel Counter and DYNAMIC DUOMAX™ technology which combine to set the runner up for an efficient toe-off, without excessive inward roll of the foot. At the toe-off stage of the stride, FF BLAST™ foam provides lightweight cushioning and a responsive rebound, providing a more dynamic feel.

To improve further on the much-loved formula of the GEL- KAYANO™ 28, ASICS has married the newly infused FF BLAST™ foam material with the full-ground contact and gender-specific 3D SPACE CONSTRUCTION™ technology to create an even softer and smoother ride, increasing overall comfort.

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.

This new model offers runners with a dependable choice of shoe in which to take part in ASICS' mission to move one million minds in 2021. On Global Running Day 2021, ASICS is challenging runners everywhere to get active alongside thousands of other runners around the world by taking part in a World Uplifting Minds Run, available via the Race Roster™ and ASICS Runkeeper™ apps, to see the impact of movement on their mind first-hand with the *Mind Uplifter*™. To capitalize on the momentum built on Global Running Day, a World Uplifting Minds Run Series will follow, providing opportunities to participate in the sport throughout June.

The GEL-KAYANO™ 28 will be available from June 4, 2021. The shoe will retail for \$160.

To find out more about the products, please visit asics.com.

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NOTES FOR EDITOR

ABOUT ASICS' MISSION TO MOVE ONE MILLION MINDS

In 2021, ASICS is on a mission to uplift one million minds across the world. As a pioneer in sport, ASICS is enabling everyday athletes to see for the first time the impact of movement on their own mind – with every mind moved contributing to the world's first live study into the relationship between sport and the mind.

The new *Mind Uplifter* tool will enable everyday athletes to chart the positive impact of sport across 10 emotional and cognitive metrics, showing how different sports boost how you think and feel. Click [here](#) to learn more.

Data gathered via the *Mind Uplifter*™ will feed into ASICS' live study, with individual Mind Uplifts from around the world later transformed into a dynamic and interactive World Uplift Map, quantifying the positive impact sport has in boosting the collective mood of cities, nations, and the world as a whole.

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