



PRESS RELEASE:

UPLIFT YOUR MIND IN STYLE WITH THE NEW ASICS GEL-KINSEI™ BLAST

-The GEL-KINSEI™ Blast is designed for those who seek top level running technology when uplifting their mind-



[August 10, 2021 – KOBE, JAPAN] – ASICS is today launching the new GEL-KINSEI™ Blast shoe, offering plush comfort for your run and energy return for your day.

Inspired by the GEL-KINSEI™ iterations from the mid-2000s, the smart and stylish GEL-KINSEI™ Blast unites Japanese craftsmanship with a modern design, for runners who seek top-level running technology when it comes to uplifting their mind.

The GEL-KINSEI™ Blast features a PEBA[™] propulsion plate with FF BLAST[™] PLUS cushioning in its midsole, combining to redirect the runner's energy forward to create a faster feel, while enabling a smooth and cushioned landing every step of the way along your uplift journey.

Other key features of the shoe include the use of shock absorbent GEL[™] technology cushioning to deliver confidence throughout your run, and an engineered knit upper taking inspiration from a samurai's armor, renowned

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.



for protecting the body while allowing it to move freely. This helps provide excellent comfort and support, working with the eyelet system to stretch with the midfoot to create a more locked-in feel. Similarly, the GEL-KINSEI™ Blast also features visual influences from the history of Japan – with detailing in the midsole mirroring a samurai’s curvaceous katana sword.

The launch of the GEL-KINSEI™ Blast sees ASICS continue its mission to inspire as many people as possible to move their body to experience the mind-uplifting benefits of exercise. ASICS is tracking its progress by asking athletes to contribute to a live study that records the collective uplift score of every community and the world as a whole. Take part at MindUplifter.ASICS.com.

GEL-KINSEI™ Blast will be available for men and women from ASICS retail, online stores and specialists running outlets globally from August 10, 2021 at a retail price of \$180.

Find out more about ASICS’ mission to move one million minds at MindUplifter.ASICS.com.

- ENDS -

NOTES FOR EDITOR

ABOUT ASICS’ MISSION TO MOVE ONE MILLION MINDS

As a pioneer in sport, ASICS is on a mission to inspire as many people as possible to move their body to experience the mind-uplifting benefits of exercise in 2021. ASICS is tracking its progress by asking all athletes to contribute to a live study that records the collective uplift score of every community and the world as a whole via MindUplifter.ASICS.com.

The revolutionary new Mind Uplifter™ will enable everyday athletes to chart the positive impact of sport across 10 emotional and cognitive metrics, showing how different sports impact how they think and feel.

This data will also feed into a live global study, capturing individual Mind Uplifts from around the world and visually transforming them into a dynamic and interactive World Uplift Map. The map will quantify the positive impact that sport is having on the collective mood of cities, nations and the world as a whole.

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