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## ASICS ELITE TRIATHLETES JAN FRODENO AND DANIELA RYF WIN AT 2015 IRONMAN WORLD CHAMPIONSHIPS IN KONA

**October 12, 2015** – ASICS (Headquarters: Kobe, Japan; President CEO: Motoi OYAMA) proudly congratulates Jan Frodeno and Daniela Ryf on their excellent wins on the world stage at triathlon's most iconic event, the IRONMAN World Championships in Kailua-Kona, Hawaii. The famed endurance event featured more than 2,300 athletes, representing 62 countries and territories on six continents, competing across a course with 2.4 miles of open-water swim, 112 miles of cycling, and a 26.2-mile run.

“Everyone at ASICS is extremely proud of our triathletes and we are ecstatic that they were able to represent everything ASICS is about with their outstanding performances in this iconic endurance event,” said Naoki Matsushita, General Manager Sports Marketing Department, ASICS Corporation. “Jan and Daniela have been preparing for this moment all year and to see them have this level of success is tremendous. We are excited to see what else is in store for each one and continue to support them as they prepare for a massive year in 2016.”

Jan Frodeno of Germany, who last year finished in third place in his IRONMAN World Championship debut, came back strong and won this year's race in dominating fashion, finishing with a time of 8:14:40. This huge accomplishment adds to an already terrific year for Frodeno, who won the 2015 IRONMAN 70.3 World Championship in Zell am See-Kaprun, Austria in August and the IRONMAN European Championship on his home soil in Frankfurt in July.

Daniela Ryf of Switzerland also ruled the field in Kona, finishing in 8:57:57 to win her first-ever IRONMAN world title and to continue her undefeated streak this season. With the win, Ryf became the second woman in history to win the both the IRONMAN 70.3 and the IRONMAN world titles in the same year.



Jan Frodeno



Daniela Ryf



Frodeno and Ryf were joined at the 2015 IRONMAN World Championships by fellow ASICS elite triathletes Andy Potts of USA 8:21:25, Jeff Symonds 8:52:18, Guilherme Manocchio of Brazil 9:04:19 and Cait Snow of the United States 10:00:15.

Frodeno raced to victory in the ASICS GEL-Super J33; Ryf in the GEL-DS Trainer 20.

Watch highlights of Jan and Daniela's victories on [www.asicsamerica.com](http://www.asicsamerica.com) and to learn more about ASICS' elite team of athletes, please visit: <http://www.asicsamerica.com/athletes>

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For more information, please visit [www.asics.com](http://www.asics.com)

IRONMAN official website:

<http://www.ironman.com/triathlon/events/championships.aspx#axzz3oVFhrIZO>

