

# News Release

KOBE, Japan | January 28, 2016

## ASICS LAUNCHES fuzeX COLLECTION TO INSPIRE A NEW GENERATION OF RUNNERS

*New fuzeX Running Collection FUSES Performance and Style*



ASICS unveils a complete new collection of running footwear and apparel, fuzeX. Designed to meet the needs of a new generation of runners looking for versatility and design, fuzeX provides the ideal balance between performance and style. Featuring fuzeGEL, a new lightweight midsole developed by ASICS Institute of Sport Science<sup>1</sup> in Kobe, Japan, fuzeX footwear combines lightness and protection with a sleek three-dimensional curved design. Available for men and women in a range of vibrant colours, fuzeX will be available at ASICS online stores and selected running outlets worldwide from February 2016.

### Introducing New fuzeGEL Technology for Lightweight and Protection

fuzeX footwear introduces fuzeGEL technology—a unique composition of regular midsole material and GEL to promote a smooth and comfortable gait by absorbing shock upon impact and propelling runners forward on repulsion. In addition to the full length fuzeGEL, fuzeX features an 8mm heel drop and molded engineered mesh upper to give runners support whilst retaining overall lightweight.

### Designed for Active Style

The minimalist design features three-dimensional curves along the entire upper to reflect energy radiating smoothly as the heel hits the ground. With a range of colour variations, runners can enjoy wearing fuzeX not just when running or training but also in day-to-day wear. fuzeX will also include a range of coordinating apparel similarly designed for lightweight, protection and versatility.

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<sup>1</sup> The ASICS Institute of Sport Science (ISS) embodies the corporate vision to “Create Quality Lives through Intelligent Sport Technology.” Maintaining “human-centric science”, the Institute focuses on the analyzes of natural movements and actions. Developing and working with unique materials, ISS continues to lead innovation within the industry.



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### Inspiration For A New Generation

As running's popularity continues to thrive globally fuzeX's unique combination of performance and style is ideally suited to the needs of a youthful and dynamic demographics. Representing 24% of the running market in Europe, a core generation of runners aged 14-25 are highly active and incorporate running into their lifestyle as part a wide range of sports activities; traditional and themed running events, gym work-outs and in training for other sports.

ASICS Global Footwear Product & Merchandising Division Senior General Manager Gerard Klein commented on ASICS aspirations for the new fuzeX collection. "We recognize that runners today are looking for versatility, comfort and design in their footwear and apparel. By bringing together cutting-edge technology with minimalist design, ASICS hopes that fuzeX will make running even more accessible and enjoyable."

The new collection will be released globally on February 1st 2016.

Product Video: <https://youtu.be/FAfnp6HBmoc>

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