News Release:

Kobe, Japan | May 25, 2017

ASICS Launches the GEL-FujiRado

Designed to Provide a Precise Fit and Easy On-the-Fly Adjustments for Trail Runners

True sport performance brand ASICS announced the launch of its newest trail running shoe, the GEL-FujiRado. Designed with the performance trail runner in mind, the GEL-FujiRado incorporates a range of technologies and features the micro-adjustable Boa System for the first time in ASICS performance running footwear.

The Boa System allows for a customized, secure and comfortable fit providing a more efficient stride and increased stability. After over two years of collaboration and development, the GEL-FujiRado is designed to rule the trails.

“Technology and innovation are at the core of the ASICS brand and we are always looking for ways to enhance our performance trail footwear to give runners an edge,” said Gerard Klein, Senior General Manager, Global Performance Running Footwear Division, ASICS Corporation. “Trail runners encounter some of the most difficult terrain and weather conditions during their workouts and we wanted to create a shoe that allows for quick adjustments without slowing them down.”

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.

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Speed and Security
The GEL-FujiRado features symmetrical medial and lateral panels and heel hold for ascent and descent on the trail. The MONO-SOCK® upper, secure lace containment, aggressive outsole lugs and a strengthened toe bumper allow runners to take on challenging terrain.

Customized Fit and Comfort
The GEL-FujiRado featuring The Boa System allows for micro-adjustments, creating a precision fit that keeps runners in control on the trail. Each turn of the Boa dial equates to one millimeter of tension, allowing for quick on-the-fly adjustments. The low friction design delivers uniform closure, reducing pressure points and enhancing comfort. The trail shoe also includes ASICS' SpEVA® Midsole to provide improved rebound.

The Boa System
The GEL-FujiRado features a seamlessly integrated Boa System made up of three integral parts: the dial, lace, and guide. The system is lightweight and durable, designed for the trail environment and built to perform in muddy and wet conditions.

"Boa is excited to collaborate with ASICS on the GEL-FujiRado and help the ASICS runner push their performance further," said Chuck Mason, Chief Commercial Officer, Boa Technology, Inc. "The Boa System allows the runner to dial in a precise fit and will stay secure mile after mile."

The GEL-FujiRado model retails for $130 USD and will be available beginning June 1, 2017 at ASICS retail and online stores and select specialty running stores.

To learn more about ASICS, please visit: http://www.asics.com

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Boa® is a registered trademark of Boa Technology, Inc.

About Boa
Boa Technology Inc., creators of the revolutionary, award-winning Boa System, delivers closure and adjustment solutions purpose-built for performance. Featured in products across the golf, athletic, outdoor, snow sports, cycling, utility, and medical categories, the patented Boa System consists of three integral parts: a micro-adjustable dial, super-strong lightweight laces, and low friction lace guides. Each unique configuration is engineered to optimize fit and provide precision, adaptability, and control, and The Boa System dials and laces are backed by The Boa Guarantee. In collaboration with its market-leading brand partners, Boa is driven to make the world's best gear even better. Boa Technology Inc. is headquartered in Denver, Colorado with offices in Austria, Hong Kong, China, South Korea, and Japan. For more information, visit TheBoaSystem.com.