

News Release: :

Kobe, Japan | June 1, 2017

ASICS MIX SPEED & STYLE WITH NEW RANGE

ASICS RoadHawk FF™ everyday trainers let runners satisfy their sport and lifestyle needs



Most people wouldn't expect to wear their favorite shirt or best pair of jeans when they're out for a jog. Just as they probably wouldn't turn up for an evening out with friends in their running kit. But when it comes to footwear, combining sports life and everyday life just became easier, and more affordable than ever.

New ASICS RoadHawk FF are the brand's latest addition to its performance running line-up. Because they combine top technical running benefits with a fresh, youthful design, they are equally at home on a jog in the park as they are strolling the streets. And all at a very competitive price point.

On the technical side, a half Mono-Sock with seamless engineered mesh wraps around the foot for a snug, supportive fit while the Ortholite sockliner provides superior cushioning and is quick-drying. That keeps the wearer feeling supported, dry, and comfortable throughout their run. The trainers also feature ASICS' full-length FlyteFoam™ midsole, which is about 55% lighter than industry standard midsoles. This offers runners superior cushioning, high shape retention and an exhilarating sense of speed.

Gerard Klein, Senior General Manager, Global Performance Running Footwear Division, ASICS Corporation says: "Hear the word ASICS and most people probably think of high quality running shoes. But we also understand that not every person chooses a trainer just for sport. That's why ASICS RoadHawk FF are designed to feel fast, responsive and comfortable on a run AND be stylish enough to wear during everyday life. We're excited to introduce a shoe that proves that speed and style do mix."

ASICS RoadHawk FF are available to buy now in regional ASICS stores or from the ASICS online store. They cost \$100 USD.

In addition, runners can also choose from ASICS' accompanying range of performance men's and women's apparel from the LITE-SHOW Apparel Collection. This includes stylish, breathable tops and bottoms as well as comfortable running socks. For more information, go to [ASICS.com](http://asics.com).

Join the conversation on RoadHawk using the #RoadHawkFF and #FeelFast hashtags.

Product Video: <http://asics.tv/2rCLOD8>

Tech Video: <http://asics.tv/2qtvhNU>

