

News Release : **UNDER EMBARGO UNTIL July 6, 2017**

Kobe, Japan | July 6, 2017

LIGHTWEIGHT RUNNING SHOES FROM ASICS PUT EVERY RUNNER ON THE FRONT FOOT

DynaFlyte 2™, Dynamis™ and RoadHawk FF™ offer wearers speed plus comfort thanks to lightweight FlyteFoam™ midsole

Three new models from ASICS' FlyteFoam Fast Series of performance running shoes are set to give an injection of speed and comfort for runners across various levels and needs – from park runners and city cruisers, to time trialists and marathon racers.

ASICS DynaFlyte 2, Dynamis and RoadHawk FF all feature FlyteFoam, ASICS' lightest-ever midsole technology. FlyteFoam works with the wearer's foot to deliver superior cushioning every step of the way. It is also about 55% lighter than the industry standard midsole material, offering runners a comfortable fit with a fast, responsive feel.

DynaFlyte™ 2

Offering lightweight cushioning, ASICS DynaFlyte 2 are designed for runners wanting speed, versatility and comfort. Weighing just around 260g* (about 10g less than the previous DynaFlyte model), they offer the lightweight feel of a racing shoe without having to settle for a thin, uncomfortable midsole. An all-new Adapt Mesh™¹ breathable, seamless upper follows the movement of the wearer's foot, improving flexibility and preventing irritation-causing wrinkles from forming as they move. Meanwhile, an updated design ensures the trainers look as good as they feel.

Suggested Retail Price:\$130 USD



Dynamis™

Made for mild to over-pronators, ASICS Dynamis provide the high stability they need without the added weight. At just around 270g*, they give runners a feeling of speed without having to compromise on support and comfort. The trainers feature a micro-adjustable Boa® System that helps power the DynaPanel™ and lets wearers fine-tune their fit to the millimeter and on the fly using just one hand. The Boa System, DynaPanel™ and DynaTruss™ combined provide runners with superior stability and dynamic medial support.

Suggested Retail Price:\$160 USD

Patent: FlyteFoam: JP

*US Men's Size 9, Half Pair

¹ Adapt Mesh: Patent Pending



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RoadHawk FF™

ASICS RoadHawk FF are go-fast, go-anywhere trainers that are great for your feet and wallet. A half Mono-Sock™ with seamless engineered mesh wraps snugly around the foot for a supportive fit while the quick-drying Ortholite sockliner provides superior cushioning. What's more, their unique combination of top technical benefits and fresh, youthful look mean they are equally fit for a run in the park or for wearing in everyday life. And all at a very competitive price point.

Suggested Retail Price:\$100 USD



Gerard Klein, Senior General Manager, Global Performance Running Footwear, ASICS Corporation says: "ASICS' mission is simple: to help everyone enjoy the best, most comfortable ride possible. From the fast and furious, to cruisers and over-pronators, these latest additions to our trainer line-up do exactly that – for a variety of runners, on every type of terrain. Anyone needing extra medial support can kiss goodbye to using heavy, awkward trainers thanks to Dynamis. If speed and responsiveness over any distance is your thing, then DynaFlyte 2 is a versatile, stylish choice. And for those who want a running shoe to suit both their sport and lifestyle needs, there's RoadHawk FF. We invest heavily in innovation every year. These latest trainer models show exactly why we do it."

Alongside the new trainers, ASICS is also releasing the LITE-SHOW Apparel Collection, an accompanying range of performance men's and women's apparel. These include stylish, breathable tops and bottoms as well as comfortable running socks.

For more information, go to ASICS.com (website available from Aug 1st). Follow the conversation on the FlyteFoam Fast Series through #FeelFast

<DynaFlyte 2>

Product Videos: <http://asics.tv/2sBr3Zx>

Tech Videos: <http://asics.tv/2uELd1v>

<Dynamis>

Product Videos: <http://asics.tv/2uFmzOa>

Tech Videos: <http://asics.tv/2sHcl9a>

<RoadHawk FF>

Product Videos: <http://asics.tv/2tHsaXb>

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

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