



KOBE, JAPAN

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ASICS CELEBRATES THE 20TH ITERATION OF THE GEL-NIMBUS™ SERIES, ITS BEST LONG-DISTANCE RUNNING SHOE

THE RUN IS IN ALL OF US: THE NEW GEL-NIMBUS™ 20



To celebrate nearly twenty years of the GEL-NIMBUS series, ASICS is launching a new edition of its most popular long-distance shoe¹, the GEL-NIMBUS 20. The lightest model in GEL-NIMBUS history, the GEL-NIMBUS 20 is made for the runner in everyone—whether it's your first mile or your hundredth.

Like the GEL technology in the shoe, running is evolving—breaking the mold of what people consider a runner to be. The new GEL-NIMBUS 20 shoe is designed with cushioning and light weight comfort aimed to give runners their best performance from start to finish.

GEL-NIMBUS 20

Today, GEL-NIMBUS is the leading cushioning model mainly for neutral runners and underpronators, packed with a range of ASICS performance technology.

The combination of its patented FlyteFoam² midsole inserts with GEL Technology gives the GEL-NIMBUS 20 superior cushioning, shock absorption and a lightweight feel with every step.

Built for runners of every stride, the GEL-NIMBUS 20 features new Gradient Jacquard Mesh structure, designed with strategic 3D printed overlays that seamlessly wrap and support the foot throughout your run. The new feature on the upper also gives feet a great fit and breathability for runners of every stride.

Gerard Klein, Senior General Manager, Global Performance Running Footwear, ASICS Corporation says, "The GEL-NIMBUS is a shoe with nearly 20 years of history. And there's a very good reason for this—since its debut in 1999, the GEL-NIMBUS has managed to deliver against runners' highest expectations and help them achieve their personal bests. The GEL-NIMBUS has always been designed to offer runners superior cushioning without excess weight. In fact, Nimbus means "cloud" in Latin. Our goal with the GEL-NIMBUS is literally to make runners feel so light and comfortable, it's almost like they're running on a cloud. Every year ASICS raises its aspirations even higher, and we will continue to innovate and develop the GEL-NIMBUS series."

GEL-NIMBUS 20 retails for \$160 USD and will be available December 1st at ASICS and specialty run stores as well as online at asics.com.

Features of the GEL-NIMBUS 20 include:

- I.G.S (Impact Guidance System)
- FlyteFoam Midsole –bottom layer
- SpEVA Midsole –top layer
- Plus 3 and Gender Specific Cushioning (for Women's model)
- GUIDANCE LINE
- TRUSSTIC System
- Visible Rearfoot and Forefoot GEL
- SpEVA Lasting
- FluidFit Upper with Gradient Jacquard Mesh
- Outsole Forefoot: AHAR Sponge, Rear foot: AHAR PLUS Rubber
- X-40 Ortholite Sockliner
- External Counter
- 3M Reflectivity

To find out more about the product, watch the video at <https://youtu.be/3XNC6Qslfno> and please visit: asics.com/nimbus

¹ in the ASICS cushioning category

² ASICS FlyteFoam: ASICS' lightest midsole, with reinforced fibers for high-level cushioning. Patents: FlyteFoam: JP