



KOBE, JAPAN

ASICS AND NOVAK DJOKOVIC DOUBLE UP FOR AN ACE LAUNCH

*NEW GLOBAL TENNIS FOOTWEAR AMBASSADOR PARTNERS TO CREATE
EXCLUSIVE GEL-RESOLUTION™ NOVAK*



Kobe, Japan, January 11th, 2018 - Today, ASICS announced a partnership with world class tennis player, Novak Djokovic to celebrate the launch of an exclusive new tennis shoe, the GEL-RESOLUTION™ NOVAK. The new signature tennis shoe is unveiled to the public ahead of the world class tennis tournament in Melbourne this month.

The ASICS' flagship GEL-RESOLUTION™ shoe has been offering top-performance on the court for many years due to its stability and support. Based on ASICS Institute of Sport Science (ISS)' research and analysis of professional tennis players' motions and performances, ASICS develops its tennis footwear with stability and speed as the priority.

Now, ASICS has teamed up with winner of 12 Grand Slam singles titles¹, Novak Djokovic, to develop tennis footwear GEL-RESOLUTION™ NOVAK. The new and improved iteration features Djokovic's favourite ASICS technology, expertly curated to offer players superior stability when they hit the court.

Novak Djokovic says, "I'm thrilled to be partnering with ASICS. They have gone above and beyond to ensure the technology is the best and specific to my

needs as a player, on the court. The light weight and support structures on the midfoot allow me to move quickly and ensure I have the right stability throughout my performance."

Motoi Oyama, Chairman, President and CEO, Representative Director, ASICS Corporation says, *"Tennis has evolved drastically over the years with many players now requiring products that allow them to move faster around the court and hit with greater power. The tennis category will be a future focus for ASICS as we look to eventually achieve our vision of becoming the world's number 1 tennis footwear brand. We're thrilled to be working with Djokovic as part of our ongoing commitment to inspire people to move more on and off the court. He's an inspiration to the industry and fans across the globe, known for his stamina and strength, both physically and mentally. It's fantastic to be partnering with someone that embodies the same values and beliefs that ASICS stands for every day."*

Available to the public on the 15th January, the GEL-RESOLUTION™ NOVAK is one of a series of new tennis products to be introduced by ASICS in SS18, further demonstrating ASICS' commitment to the category.

Footwear: GEL-RESOLUTION™ NOVAK

With a focus on stability, the technology behind the new GEL-RESOLUTION™ NOVAK, as worn by Djokovic, inspires and enables players to keep moving with new features. The Lateral Support Brace enhances stability on the forefoot while the redesigned FlexionFit™ upper is covered by polyurethane (PU) for support and comfort. The External Heel Counter places additional emphasis on rearfoot support and stability.



The product will be available from ASICS stores and on asics.com from 15th January 2018 worldwide.

To find out more about the GEL-RESOLUTION™ NOVAK, watch the video [here](#) or visit asics.com/tennis or asics.com.

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¹ Association of Tennis Professionals (ATP)

