



ASICS LAUNCHES SOLUTION SPEED™ FF TENNIS FOOTWEAR

BRINGING TOGETHER TWISTRUSS™ TECHNOLOGY & COURT SPECIFIC
FLYTEFOAM™ MIDSOLE FOR ENHANCED SPEED AND AGILITY IN ASICS TENNIS
FOOTWEAR



SOLUTION SPEED™ FF Men's color

[July 20 - Kobe, Japan] Today ASICS announced the launch of SOLUTION SPEED™ FF tennis footwear, designed to enhance speed and agility during game play.

ASICS Tennis supports the two key categories of tennis player and their varying game play with **Speed**, for players with a fast paced dynamic game, and **Stability**, for those with a powerful baseline game.

The SOLUTION SPEED™ FF tennis footwear is the latest addition to the ASICS Tennis Speed category; built for the player who chases every lob, drop shot and cross-court shot to win that next match point.

The SOLUTION SPEED™ FF footwear features three of ASICS' court advanced technologies, coming together:

- **Court Specific FlyteFoam™** midsole material is approximately 35% lighter than the industrial standard midsole material and 10% more durable than **FlyteFoam™** midsole for running footwear

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.



The stripe design featured on the sides of the ASICS® shoes is a registered trademark of ASICS Corporation.

- **TWISTRUSS™**¹ technology which improves agility and speed for the player, while maintaining stability, through responsive twisting motions within the shoe
- **FLEXION FIT™**² technology for a better fit, designed to respond to tennis players' varied movement



SOLUTION SPEED™ FF Women's color

COURT SPECIFIC FlyteFoam™

Originally deployed in ASICS performance running shoes, **FlyteFoam™** technology, made with reinforced fibers, provides lightweight and continuous cushioning no matter the duration. ASICS Institute of Sport Science (ISS) are now applying this technology to court sports, that require more side-side and back-force motion where durability is key. That is why court specific **FlyteFoam™** midsoles are not only approximately 35% lighter than the industrial standard midsole material, but also approximately 10% more durable than **FlyteFoam™** midsoles designed for running footwear.



¹ Patent Pending: TWISTRUSS: JP: by ISS

² Patented: FLEXION FIT: US, DE, JP: by ISS

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TWISTRUSS™

TWISTRUSS™ technology is designed to provide faster direction change without players' losing speed. Slits within the unique trusstic construction increase the range of the internal twist while maintaining a light weight. Plate design works to move the sole in response the type of side-side motions common in tennis.

**FLEXION FIT™**

ASICS incorporated FLEXION FIT technology on the forefoot upper to help tennis players improve their performance by providing exceptional tailored fit during motion and comfort throughout their game.

**FEATURES OF THE SOLUTION SPEED™ FF INCLUDE:**

- Court Specific FlyteFoam™ midsole is approximately 35% lighter than the industrial standard midsole material, approximately 10% more durable than FlyteFoam™ midsoles designed for running footwear
- Improved agility and speed for the player with TWISTRUSS™ **technology**
- FLEXION FIT™ technology for superior fit and comfort
- Shock absorption with GEL™ Technology

The SOLUTION SPEED FF™ footwear retails for \$130 USD and will be available globally on 20th July, 2018 at ASICS retail and online stores.

To find out more about the product, please visit

SOLUTION SPEED™ FF footwear video:

[SOLUTION SPEED™ FF](#)
[asics.com/tennis](https://www.asics.com/tennis) or [asics.com](https://www.asics.com)

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