

KOBE, JAPAN

## NEW ADDITIONS TO HYPERGEL SERIES LAUNCH IN AUGUST

**ASICS HYPERGEL-SAI & HYPERGEL-KAN COMBINE  
STREET STYLE WITH HYPERGEL MIDSOLE TECHNOLOGY**



[24 July - Kobe, Japan] ASICS today announced the launch of the new HyperGEL-SAI™ and HyperGEL-KAN™, the latest additions to the HyperGEL™ series. The HyperGEL™ series combines vibrant street style with high-performance GEL™ technology proprietary to ASICS.

HyperGEL's balance of style and technology gives consumers the freedom to move in various scenes of their lives. The HyperGEL midsole integrates foam and GEL™ technologies to offer about 30% more bounce than standard EVA. HyperGEL cushioning and rebound provide superior form restoration for all-day comfort.

"ASICS is a global brand with a uniquely Japanese heritage—our business is a result of the 'remix effect' you get by bringing East and West together. In the spirit of the remix, ASICS HyperGEL series was designed as a bridge between sport and street cultures," says series designer Takayuki Ueda. "HyperGEL-SAI and HyperGEL-KAN are 'genre-less' in that they're adaptable and easily fit into either a sport or street setting."

As the lace-up version of the HyperGEL series, HyperGEL-SAI stands out with an iconic asymmetrical eyelet construction inspired by the ASICSTIGER GEL-MAI™. HyperGEL-KAN is the middle-cut version of

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](http://www.asics.com).



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

the series, which deploys an external heel counter to hold the foot for improved support.

Each HyperGEL series shoe also features a hexagonal heel patch containing a Japanese character—“mind” on the left foot and “body” on the right—representing ASICS’ fundamental brand philosophy of “A Sound Mind in A Sound Body”.

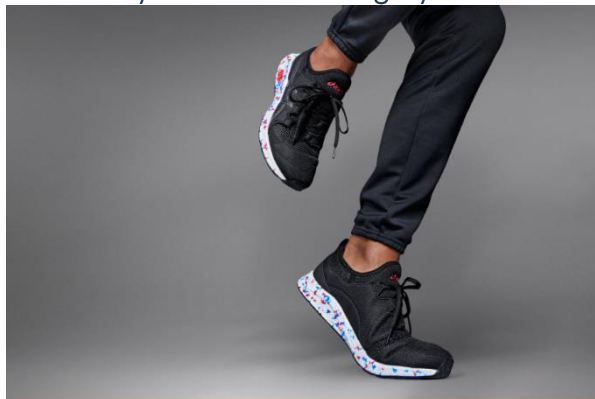
#### About HyperGEL™:

The HyperGEL series introduces a midsole with rebound and cushioning for all-day support. It provides versatility during a run in the gym or on the street, and reduces impact and preserves energy, allowing for improved comfort, endurance, and movement.

- Developed and tested at the Institute of Sports Science in Kobe, Japan
- Provides about 30% more bounce than standard EVA with excellent cushioning
- Restores its shape faster than other midsole materials offering consistent comfort for all day wear
- Each midsole consists of about 15% GEL beads made of GEL™ brand technology, which is random distributed in each individual shoe.

#### HyperGEL-SAI™:

- GEL™ brand technology integrated into the midsole
- Mesh upper
- MONO-SOCK™
- Reflective heel patch
- Asymmetrical Lacing System



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**HyperGEL-KAN™:**

- GEL™ brand technology integrated into the midsole
- Knit upper
- MONO-SOCK™
- External Heel Counter

HyperGEL-SAI will be available globally from August 3<sup>rd</sup>, 2018 at ASICS retail and online stores. HyperGEL-KAN will be available from August 31<sup>st</sup>.



To find out more about these products, please visit [asics.com](https://www.asics.com)  
Product Video: <https://www.youtube.com/watch?v=BShFAMCxErU>

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