

ASICS UNVEILS GEL-KAYANO™ 26 AND FOOT MAPPING DATA TO DEMONSTRATE NEED FOR STABILITY SHOE

Nearly half of all runners tested by ASICS FOOT ID™ system have a degree of pronation highlighting need for additional support

The GEL-KAYANO™ 26 shoe offers pronator runners extra comfort and cushioning without compromising on 26-year heritage as the benchmark



[MAY 24 – KOBE, JAPAN] – Marking the launch of the GEL-KAYANO™ 26 shoe, ASICS reveals that of approximately 90,000¹ runners who participated in ASICS FOOT ID system, 43% have a degree of pronation and could be risking injury without a stability shoe.

Kenichi Harano, Executive Officer and Senior General Manager at ASICS Institute of Sport Science (ISS), said: “Every runner has different needs and understanding your pronation type is the first step to finding the right shoe. Pronation relates to the way a runner’s foot rolls inward on the impact of landing. By examining the foot striking patterns of runners, ASICS has established patterns associated with neutral, over and under pronator

¹ 43% of approximately 90,000 male and female runners analysed over a five-year period in ASICS retail stores in the US, Japan and Europe.

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.



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runners. ASICS FOOT ID™ system's data allows us to advise runners on their shoe choice and particularly pronators who require extra protection."

The GEL-KAYANO™ 26 shoe is the latest model in the flagship stability series which has been used by elite athletes and runners of varying levels for 26 years. Like every ASICS shoe, each iteration of the GEL-KAYANO™ series goes through an intensive testing and development cycle and is only released if the data proves it outperforms the predecessor. For the GEL-KAYANO™ 26 shoe, the improvement goal was on cushioning without any compromise to its iconic stability.



New and improved features:

1. An improved shear deformation design provides a more comfortable ride over any distance.
2. METACLUTCH™ technology improves the model's heel holding.

Yuki Kawauchi, Japanese marathon runner and ASICS ambassador said: "The GEL-KAYANO is the shoe I have trusted for over five years and has helped me steer clear of injuries I used to suffer as a junior athlete. Nowadays, the GEL-KAYANO series is what I use to improve my kicking power in training. Every runner has different needs, my advice is to take the time to try on and experience a range of shoes and find the ones best suited to your needs and running goals."

The GEL-KAYANO™ 26 model will be available from ASICS retail and online stores as well as specialist running outlets from May 31st 2019 priced at 160 USD. To find out more about the product, please visit GEL-KAYANO™ 26 footwear videos and [asics.com](https://www.asics.com):

- GEL-KAYANO 26 : [ASICS | GEL-KAYANO™ 26](https://www.asics.com/gel-kayano-26)
- GEL-KAYANO 26 TECH : [ASICS | GEL-KAYANO™ 26 TECH](https://www.asics.com/gel-kayano-26-tech)

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EDITORS NOTES

The GEL-KAYANO™ 26 model is one of ASICS most advanced shoes providing runners with the ultimate in stability and comfort through features including:

UPPER

- METACLUTCH™ external heel counter
- Engineered jacquard mesh upper

MIDSOLE

- Improved shear defatation design
- Forefoot twist GEL™ technology
- DYNAMIC DUOMAX™ support system
- FLYTEFOAM™ technology
- FLYTEFOAM™ Propel technology
- PLUS 3™ mm midsole²
- ORTHOLITE lasting
- Rearfoot GEL™ technology

OUTSOLE

- GUIDANCE TRUSSTIC™ system
- GUIDANCE LINE™ technology
- Light AHAR™ sponge rubber
- AHARPLUS™ heel-plug

OVERALL

- I.G.S™ (Impact Guidance System)

NEUTRAL AND PRONATOR TERMINOLOGY GUIDE

Pronation is part of the natural movement of the human body and refers to the way your heel rolls inward for impact distribution upon landing. Understanding your pronation type can help you find an appropriate running shoe.

- **Overpronation** - Your foot lands on outside of heel, then heel rolls inward excessively.
- **Neutral pronation** - Your foot lands on outside of the heel, then heel rolls inward moderately.
- **Underpronation** - Your foot lands on outside of the heel, then heel rolls rarely (slightly).

² Applicable to women's model only

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