



CATCH THE EYE AND CONSERVE YOUR ENERGY ON YOUR NEXT TRIATHLON WITH THE ASICS NOOSA TRI™ 15

The new energy-saving shoe offers superior cushioning and propulsion to make training runs and triathlons faster and more energy efficient



[May 24th, 2023 – KOBE, JAPAN] – ASICS today announces the launch of the NOOSA TRI™ 15 shoe, a lightweight shoe that offers runners more energy, both through its eye-catching design *and* through its energy-saving features.

Designed for people who enjoy triathlons or daily distance runs, the NOOSA TRI™ 15 shoe features FLYTEFOAM™ and GUIDESOLE™ technologies to propel them forward as they run faster and more energy efficiently over long distances.

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 shoe's FLYTEFOAM™ cushioning covers the length of its midsole, helping provide a lightweight and cushioned experience. The ASICS GUIDESOLE™ technology helps reduce ankle flexion with each step, allowing you to conserve more energy while experiencing an easy forward roll on longer runs. Other key features incorporated within the shoe's design to help the runners save energy include a new 1mm higher stack height, with the additional foam height helping to create a more forgiving landing and smoother ride.

The breathable engineered mesh upper meanwhile keeps the feet cool, boosting the shoe's comfort and encouraging the runners to push their limits. In addition, the shoe offers an easy on and easy off thanks to its tongue pull-tabs, lean back heel construction and toggled laces, all specifically designed to help you transition more easily between different stages of the triathlon.

Perhaps the striking aspect of the new shoe is its brightly colored and eye-catching graphics, which are inspired by brush strokes from some of the iconic works of Vincent Van Gogh. These distinctive graphics are complemented by some updated "NOOSA TRI" graphics.

Yuji Tamakoshi, Performance Running Footware, Cushion Silo Design at ASICS said: "We can't wait to see triathlon lovers around the world taking on their runs in the new NOOSA TRI™ 15 shoe. We believe that nothing feels better than moving with ASICS, and this shoe's lightweight comfort is a great example of this, along with our bold and creative approach to visual design. We hope that the shoe's tremendous energy-saving potential will help people to take their ability to the next level."

The NOOSA TRI™ 15 shoe is just one of the ways in which ASICS is helping everyone move to achieve a sound mind in a sound body, available for men and women from ASICS retail, online stores and specialists running outlets globally from June 1st, 2023, for \$130.

To find out more about the NOOSA TRI™ 15 and the latest technologies, please visit [asics.com](https://www.asics.com).

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MEDIA ASSETS

- Product Images

MEDIA CONTACTS:

Regional PR contact

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