



The GEL-KAYANO™ 32 Shoe Delivers Premium Stability with Plush Comfort

The latest GEL-KAYANO™ model enhances your run with more cushioning and a refined fit.



[MAY 21, 2025 – KOBE, JAPAN] – Today, ASICS announces the launch of the GEL-KAYANO™ 32 shoe, the latest evolution in its flagship stability running shoe series. Designed to elevate comfort and support, this new model features refined midsole design and an updated upper to provide an even smoother and more adaptive running experience.

The GEL-KAYANO™ 32 shoe continues to build on the legacy of adaptive stability and premium comfort established by its predecessors. The 4D GUIDANCE SYSTEM™, developed through extensive research and testing, works in harmony with the body's natural movement to provide dynamic stability. It helps guide the foot through a more efficient stride, delivering high levels of comfort and stability even in demanding conditions.

Staying true to the ASICS Design Philosophy*, the GEL-KAYANO™ 32 shoe introduces key refinements to enhance both comfort and stability. The midsole features updated FF BLAST™ PLUS cushioning, a lightweight and responsive material that delivers a soft feel with an energetic rebound. An additional 2mm of foam under the forefoot enhances softness and cushioning, while an updated midsole design with a lighter foam compound makes the shoe even lighter than the previous model. Additionally, PureGEL™ technology ensures superior shock absorption and smooth transitions, offering runners a more effortless ride.

The engineered mesh upper has been thoughtfully redesigned to deliver a softer, more comfortable feel throughout every run. Additionally, the reinforced stable tongue wing is crafted to adapt to the unique arch shape of each runner, offering enhanced midfoot support on the medial side. Together with the updated upper and tongue wing construction, the GEL-KAYANO™ 32 shoe provides an improved, more personalized fit for an elevated running

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experience. The inclusion of HYBRID ASICSGRIP™ outsole enhances traction and durability, reinforcing stability with every stride.



Tomohiro Nishida, Performance Running Footwear, Plush Silo Development, at ASICS, commented: "ASICS has always strived to deliver premium running stability with unprecedented levels of comfort. With unique approaches like the 4D GUIDANCE SYSTEM™ and PureGEL™ technology, we have delivered adaptive stability and superior comfort. The GEL-KAYANO™ 32 shoe continues this journey of continuous improvement, incorporating impactful refinements to further enhance the comfort of the running experience. We are excited to see runners enjoy its plush cushioning, smooth ride, and trusted support."

The GEL-KAYANO™ 32 shoe will be available globally at ASICS retail stores, online, and through specialist running outlets from June 1, 2025. To find out more about the products, please visit <https://www.asics.com/gb/en-gb/>

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Notes to Editors

*ASICS Design Philosophy

At ASICS, our product innovation is driven by the belief that movement has the power to uplift both the body and mind. This is rooted in our founding philosophy, *Sound Mind in a Sound Body*, which continues to guide everything we do today. For more information on the ASICS Design Philosophy, please visit: <https://www.asics.com/us/en-us/mk/asics-design-philosophy/running>





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 in 1949 by Kihachiro Onitsuka and is now a leading designer, developer and manufacturer of running shoes, as well as various sports 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.

