



The New GEL-NIMBUS™ 28 Shoe Offers More Comfort with Less Weight

Weighing over 20 grams less, the GEL-NIMBUS™ 28 delivers enhanced comfort while retaining its signature plush cushioning, helping runners move both body and mind.



[December 1, 2026 – KOBE, JAPAN] – ASICS today proudly announces the launch of the 28th generation of the GEL-NIMBUS™ running shoe, the iconic neutral cushioned running shoe, celebrated for its cloud-like cushioning and superior comfort that uplift both body and mind. Through a weight reduction of over 20 grams compared to previous model, the shoe provides an even more refined, comfortable running experience without compromising the signature plush cushioning.

At the heart of this comfort is ASICS' FF BLAST™ PLUS cushioning, which provides soft landings that feel like running on clouds and supports a smoother, more effortless stride. The shoe features PureGEL™ – a softer, updated version of ASICS' renowned GEL™ technology – positioned under the heel to ensure the same trusted shock absorption in a lighter, more refined form.

The significant weight reduction has been achieved through updates to the outsole construction, a new upper material, and an updated heel design. The HYBRID ASICSGRIP™ outsole has been refined while maintaining durable traction where it's needed, while the engineered knit upper maintains the excellent breathability of the previous model while providing a softer, lighter, and more comfortable fit. The updated heel design further contributes to weight reduction while creating a streamlined, modern look. Together, these updates create a lighter overall feel without sacrificing the plush cushioning that defines the GEL-NIMBUS™ series.

In addition, the new tongue loop construction makes it easier to slip the shoe on, providing a comfortable fit that enhances the overall running experience. The updated eyelet loop design minimizes visible loops on the upper, creating a sleek, modern, and refined look.

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.



Keita Ozawa, the developer of the Performance Running Footwear at ASICS said: "Our approach to the GEL-NIMBUS™ 28 shoe reflects ASICS' Kaizen philosophy, continually refining every detail to create better experiences for runners. Through thoughtful updates to the outsole, upper, and cushioning, the GEL-NIMBUS™ 28 shoe takes comfort to even greater heights. This process ensures that every runner can move both their body and mind with greater ease and enjoyment."

The shoe will become available globally on December 1st, 2025, for \$165. To find out more about the GEL-NIMBUS™ 28 shoe and the latest technologies, please visit asics.com.

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