UNLEASH MORE ENERGY TO MOVE BODY AND MIND – ASICS LAUNCHES THE NEXT GENERATION SUPERBLAST™ 3 WITH NEW FF LEAP™ FOAM TECHNOLOGY

The SUPERBLAST™ 3 shoe, the latest edition of the popular super trainer series, is now available with FF LEAP™ foam, which delivers a lighter, bouncier and more energizing ride than the previous model, offering runners more energy to move body and mind.



(Kobe, Japan, 13 February 2026) – ASICS is excited to unveil the SUPERBLAST™ 3 shoe, the next evolution of the super trainer series known worldwide for its top-tier energized performance and uplifting bounce. In keeping with ASICS' design philosophy and developed through its design framework of user testing, science and innovation, this latest model has been engineered to deliver even more energy return to move body and mind – no matter the distance.

Building on the success of the SUPERBLAST™ 2, the new SUPERBLAST™ 3 introduces FF LEAP™ foam, ASICS' lightest and most energetic foam to date. Replacing the FF TURBO™ PLUS foam used in the previous model, this next-generation formulation delivers a noticeably more responsive and bouncy sensation underfoot. Together with a redesigned trampoline pod beneath the foot, the shoe offers a more powerful rebound that helps conserve physical energy while offering comfort – a combination that fuels the world's best athletes.

Runners will also experience improved comfort thanks to a new eyestay design that enhances midfoot support. The engineered woven upper remains lightweight and breathable but now integrates refined textures and patterns that help the shoe adapt

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.

more naturally to movement. These updates contribute to an overall weight reduction of 10g compared to the SUPERBLAST™ 2, allowing runners to feel even more agile during everyday training.

With a total stack height of 38.5mm in the forefoot and 46.5mm in the heel, supported by a dual-layer construction of FF LEAP™ and FF BLAST™ PLUS cushioning, the SUPERBLAST™ 3 offers a plush yet energizing experience that turns daily kilometers into a moment of escape. Every stride feels lively, helping runners tap into a sense of flow that supports not only performance but mental refreshment.

Sustainability remains central to ASICS' product creation process, as part of a design philosophy that balances performance innovation with long-term responsibility. The SUPERBLAST™ 3 incorporates recycled polyester in the upper, a dope-dyed sockliner that intends to reduce water usage during production, and bio-based materials within the midsole. These choices reflect ASICS' continued commitment to reducing environmental impact while delivering world-class running technology.

Within the ASICS BLAST Series - which includes MEGABLAST™, NOVABLAST™, SONICBLAST™, and SUPERBLAST™ - the SUPERBLAST™ 3 represents the latest innovation in energized cushioning. With the introduction of FF LEAP™ foam, it delivers enhanced bounce, responsiveness, and a dynamic ride built to go the distance.

Paul Lang, Senior Manager of Global Product, Performance Running Footwear said: "Knowing that the SUPERBLAST 3 builds on a model runners already trust, we wanted to ensure this update truly elevates the experience. As the most innovative shoe in the BLAST family, now powered by the same next-generation FF LEAP foam featured in our pinnacle METASPEED series, the SUPERBLAST 3 delivers a lighter, bouncier, and more energizing ride. Combined with redesigned trampoline pods and a 10-gram weight reduction, every step helps athletes feel more responsive and powerful, while energizing both body and mind."

The SUPERBLAST™ 3 shoe will be available for purchase from March 1st 2026 for $200. Available colourways include White/Black, Cobalt Burst/Light Orange, and Seashell/Sun Coral.

To find out more, please visit www.asics.com

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About ASICS

At ASICS, our five letters have meaning. ASICS is an acronym for the Latin Anima Sana In Corpore Sano or a Sound Mind in a Sound Body. And since our founding in 1949, our purpose has been to help people achieve a Sound Mind in a Sound Body.

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Right from the very start, our founder, Kihachiro Onitsuka, saw that sport and movement had the power to lift spirits, project positivity, and propel people and whole communities forward. We still believe this.

And we believe our purpose is more relevant today than ever before. Stress and anxiety are at record levels, yet we know sport and movement can have a positive impact. Which is why we remain focused on supporting more people to move for positive mental health.

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