



**ASICS LAUNCHES THE GEL-NIMBUS™ 24 RUNNING SHOE,  
DELIVERING ADVANCED IMPACT PROTECTION  
THROUGH NEW ASICS TECHNOLOGY**

*-New FF BLAST™ PLUS technology offers  
advanced durability and comfort for the wearer-*



**[February 4 2022 – KOBE, JAPAN]** – ASICS is today announcing the launch of the GEL-NIMBUS™ 24 running shoe, offering the most advanced impact protection yet through the introduction of a new type of ASICS technology.

Designed to provide new and improved underfoot comfort, the GEL-NIMBUS™ 24 shoe is the first GEL-NIMBUS™ iteration to feature FF BLAST™ PLUS technology, a newly launched ASICS technology that makes the shoe approximately 20 grams lighter<sup>1</sup> than its predecessor while providing a more energized toe-off and softer landing in every step.

The upper's soft engineered mesh and flexible midfoot panel make the shoe more breathable and comfortable during long runs. By moving seamlessly with the foot, these features combine to help each stride feel smoother.

Other features include a knitted tongue construction that comfortably wraps the foot with a softer and more supportive feel. The use of ASICS LITE rubber outsole material - which is lighter and stronger than standard outsole materials – helps improve its durability and resistance against abrasions.

Tomohiro Nagasue, General Manager, Performance Running Footwear, Product Development at ASICS said: "At ASICS we are committed to providing runners with a high level of performance and protection so they are free to experience the uplifting benefits of movement on the mind. The lightweight yet durable GEL-NIMBUS™ 24 shoe is the latest shoe from ASICS that will enable runners to do just that, with the addition

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](http://www.asics.com).



**PRESS RELEASE**

of the FF BLAST™ PLUS technology allowing the wearer to move even more seamlessly and effortlessly.”

The GEL-NIMBUS™ 24 running shoe will be available for men and women from ASICS retail, online stores and specialists running outlets globally from February 4, 2022 for 160 USD.

To find out more about the GEL-NIMBUS™ 24 and FF BLAST™ PLUS technology, please visit [asics.com](https://www.asics.com).

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**NOTES FOR EDITOR**

<sup>1</sup>– Comparison based on US Men’s shoe: 9, a half pair.

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The stripe design featured on the sides of the ASICS®shoes is a registered trademark of ASICS Corporation.