



## ASICS AND ZWIFT FORM PARTNERSHIP TO CREATE DIGITAL RUNNING EXPERIENCES

ASICS.COM



[February 10, 2022 – KOBE, JAPAN] – ASICS and Zwift have formed a partnership to create inspiring running experiences that will help runners all over the world achieve their goals.

“Zwift” is an online platform that brings the outdoor experience indoors, enabling millions of runners, triathletes and cyclists from all over the world to train, explore and compete in a social online fitness environment. “Zwift” works by connecting with fitness equipments such as footpods, bluetooth treadmills or smart trainers that allow your real-world physical activity to power your avatar in the game.

These experiences will include an in-game run training program to be released in June 2022. In this experience, runners will train on the Zwift platform with ASICS athlete avatars and have the opportunity to earn a digital and/or physical pair of ASICS shoes.

### Key Features of ASICS Running Experiences on “Zwift”

- **Events**  
Digital interpretations of real-world events, such as the ASICS World Ekiden, popular ASICS sponsored road races, and digital-only events built solely for the Zwift platform
- **Products**  
Highlight and promote releases of ASICS physical products and allow Zwift avatars to earn and own digital ASICS wearables for their in-game avatars



- **Athletes**  
ASICS sponsored athletes participate in and lead running workouts to engage Zwift users and elevate athlete awareness and market presence
- **Integrations**  
Potential opportunities to deepen user experiences with technical integrations between Zwift platform and ASICS running apps, such as Runkeeper

Through the partnership with Zwift, a pioneering service provider in the online fitness and training industry, ASICS will build Running eco system through new services and community building using digital technology as outlined in "VISION2030."

Mitsuyuki Tominaga, CDO & CIO of ASICS, said, "ASICS is currently promoting and expanding its digital business as part of our digital strategy. This time, we are pleased to have this partnership with Zwift, one of leading online fitness companies who has many users around the world. With this partnership, we aim to increase the number of touch points with customers in Running eco system and to provide a new online running experience by leveraging our knowledge and experience in running."

#### <About Zwift>

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts, experienced video game developers, and disruptive thinkers. Play is in our DNA and we know fun fuels results.

"Zwift" utilizes massively multiplayer online gaming technology to create rich, 3D worlds ripe for exploration. Join thousands of runners and cyclists in immersive playgrounds like London, New York, and Paris as well as our very own Watopia. Our app connects wirelessly to exercise equipment: treadmills, bike trainers, and more, so your real world effort powers your avatar in the game. From friendly races to social rides and structured training programs, Zwift unites a diverse community in pursuit of a more fun, immersive and social fitness experience.

URL : <https://www.zwift.com/get-zwifiting>

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