

ASICS reaches new levels of comfort for a stability shoe with landmark GEL-KAYANO™ 30

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ASICS India today launched the new GEL-KAYANO™ 30 running shoe, featuring brand new adaptive technology to provide runners with exceptional stability and unprecedented comfort for the full duration of a run – from first stride, until last. The landmark 30th iteration of the iconic GEL-KAYANO™ series is the result of ASICS Design Philosophy. This unique approach embodies ASICS' long-standing commitment to rigorous user testing, biomechanical science, sustainability and decades of continuous innovation to create products that feel best for both body and mind.

GEL-KAYANO™ 30 reimagines the level of comfort that can be achieved in a stability shoe through the inclusion of new 4D GUIDANCE SYSTEM™ technology that supports runners by adapting to pronation changes over the course of a run caused by fatigue. Instead of bracing the feet to restrict movement, the 4D GUIDANCE SYSTEM™ features an integrated design that works with movement of the body to continue providing optimum stability and enhanced comfort when a runner needs it most. GEL-KAYANO™ 30 has also been specially developed to deliver softer landings thanks to its new PureGEL™ technology, providing increased shock absorption and smoother transitions for the runner. In addition, the shoe features improved comfort and speed through a combination of lightweight FF BLAST™ PLUS ECO cushioning, and an increased 4mm in stack height.

The result of all these advancements is a shoe so comfortable it barely feels like a stability shoe at all. In a test conducted by ASICS Institute of Sport Science in Kobe the GEL-KAYANO™ 30 delivers significant improvements in comfort to its predecessor. Testers also experienced that the shoe was even more comfortable after long runs than when they first put them on.

Rajat Khurana, Managing Director, ASICS India and South Asia, said, "We, at ASICS, have tirelessly pursued our unshakable belief in design and delivering exceptional products. The journey to create GEL-KAYANO™ 30, with reliable stability and elevated comfort, has been a labor of passion. Thrilled with the results, we anticipate the positive impact it'll bring to runners. The GEL-KAYANO™ series has been a favorite among runners seeking superior performance. We take immense pride in this landmark development where advanced stability, comfort, and reduced

weight converge, surpassing all expectations. We are positive runners will highly benefit from all the new design and find stability in their runs like never before."

The new GEL-KAYANO™ 30 will be widely available in many markets to buy in-store and online at asics.com/in starting in July 2023 with an RRP of 15,999/-. Runners when considering the product will benefit for the first time from ASICS labeling the shoe with its total amount of CO₂e emissions emitted across its lifecycle, enabling consumers to make an informed purchase decision when it comes to the shoe's environmental impact.

About ASICS

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, more than 70 years ago by Kihachiro Onitsuka, and is now a leading designer and manufacturer of running shoes, as well as athletic and SportStyle-inspired footwear, apparel, and accessories. ASICS currently has 88 stores across India.

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