

adidas Golf Unveils New TOUR360

Basingtoke, Hants (6th September, 2017) – adidas Golf's number one shoe worn on tour is getting an upgrade. Today adidas announced a new version of the TOUR360 that will be available for consumers in the beginning of October. The new TOUR360 features innovative design improvements to give golfers the comfort they expect from adidas' BOOST™ technology coupled with the stability they need to perform at their best. An elevated design aesthetic also provides a premium, polished look.

The new TOUR360 features subtle, yet significant changes from the previous model – the TOUR360 BOOST: a new outsole top plate, SPRINTSKIN™ technology, classic toe-down appearance, new premium heel execution, and increased outsole flexibility make it one of adidas Golf's best shoes on the market.



New Outsole Top Plate

An upgraded outsole top plate in the new TOUR360 sits above the boost midsole, allowing the shoe to accommodate natural foot flexion that occurs during the golf swing. Based on swing study testing and analysis, the plate wraps higher on the lateral side of the foot, but was designed to be soft enough to still provide lateral and medial stability as golfers transition their power in the follow through of the swing.

SPRINTSKIN™ Technology

As an added measure of support, adidas used a proprietary SPRINTSKIN™ technology on the inside of the upper lining of the shoe. This ultra-lightweight microfiber helps add additional support and stability in the upper section of the shoe as golfers make those lateral movements during the swing.

Classic Toe-Down Appearance

The leather upper creates a traditional toe-down look that is visually free of distraction. The design will help golfers maintain focus on the shot as they look down at the ball in their line of sight. The clean toe also helps add comfort overall while saving some weight in the shoe versus the center toe seam used in the previous TOUR360. This change to a clean toe came as a result of feedback from players like World No. 1 Dustin Johnson and Masters Champion Sergio Garcia.

New Premium Heel

The heel now features a more classic shape with premium leather throughout. By enveloping the heel with a premium leather lining, it adds additional comfort and durability. The subtle change in heel shape will keep golfers locked-in during the swing, but offer even more comfort as they walk the course.

Increased Outsole Flexibility

adidas improved the TPU outsole by making the TPU density of the material softer and more malleable, which is another component that contributes to added comfort and increased flexibility throughout the swing. Golfers will find that the added flexibility in the TPU will help to decrease foot fatigue and make it more lightweight.

“Our quest to create the perfect golf shoe just got one step closer with this new TOUR360,” said Masun Denison, global footwear director, adidas Golf. “Our original TOUR360 BOOST rose to being the best-selling shoe in the U.S. market last year, so we know golfers are going to appreciate these updates that we’ve made to what was already a great product.”

The new TOUR360 will continue to rely on BOOST technology in the midsole to provide unmatched comfort. It will feature the 10-cleat puremotion® TPU outsole with CenTraXion and thintech® cleats to offer improved stability and grip where golfers need it most. The ever-important TORSION TUNNEL offers independent flexibility and control between the heel and forefoot. The new tongue along with the fitfoam® GEO collar combine to offer added comfort on the top and around the foot, all while featuring the Badge of Sport logo. It will continue to feature a two-year waterproof warranty.

Introductory colorways released in the beginning of October will be the core iconic white and black versions with white stripes along with the white and Icey Blue – which was worn by Dustin Johnson as he won The Northern Trust during the 2017 FedEx Cup playoffs. Additional colorways and styles of the new TOUR360 will roll out in 2018.

Price

The MSRP for the new TOUR360 will be £149.95 / €199.95 / SEK 1,999 / NOK 1,999 / DKK 1,599 / CHF 239.95

For more information, please visit www.adidasgolf.com.







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ABOUT EUROPE

About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

About the adidas Group

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.



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