

KEY RUNNING FOOTWEAR 2006











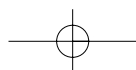
adidas is an official supplier of the Flora London Marathon

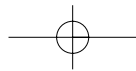


adidas is official title sponsor of the adidas Dublin Marathon

www.adidas.com/running

	CONTROL	CUSHION
	<p>MORE SUPPORT FOR THE ENTIRE FOOT If you experience some degree of instability due to overpronation, you need a shoe from the control segment. These shoes are designed to help stabilize the lower limb to avoid injury</p> <p>KEY BENEFITS > Stable footplant for an efficient stride > Less stress on ankles, knees and hips</p>	<p>MORE PROTECTION FROM REPEATED IMPACT If you tend to run long distances and you have a stable footplant, your main need is protection from shock.</p> <p>KEY BENEFITS > More neutral platform allows orthotic inserts > Shock absorption reduces peak impact > Enhanced comfort for every stride > Smooth heel-to-toe transition</p>
<p>adistar</p> <p>Pinnacle of adidas Running. Worn by adidas athletes around the world. Showcase for all adidas running technologies.</p>	<p>CONTROL</p>  <p>Adistar control - State-of-the-art motion control shoe - Featuring GCS™ heel system with mechanically decoupled heel - Extended forefoot adiPRENE+™ with generous adiPRENE™ heel insert</p> <ul style="list-style-type: none"> adiPRENE™ adiPRENE+™ pro-moderator™ GeoFIT™ quickstrike TORSION™ SYSTEM 	<p>CUSHION</p>  <p>Adistar cushion - Ultimate adiPRENE™ and adiPRENE+™ cushioning - Horseshoe Torsion™ for extended durability - Full GeoFIT™ upper for the ultimate fit</p> <ul style="list-style-type: none"> adiPRENE™ adiPRENE+™ GeoFIT™ quickstrike TORSION™ SYSTEM
<p>supernova</p> <p>Core family of adidas Running. Generations of runners have enjoyed the Supernova family. For any runner seeking the ultimate in an every day running shoe.</p>	<p>CONTROL</p>  <p>Supernova control - Modern, classic motion control shoe. - Pro-Moderator™ support for lightweight and durability - Generous adiPRENE™ and adiPRENE+™ inserts</p> <ul style="list-style-type: none"> adiPRENE™ adiPRENE+™ pro-moderator™ GeoFIT™ quickstrike TORSION™ SYSTEM 	<p>CUSHION</p>  <p>Supernova cushion - Unique seamfree forefoot for the ultimate in comfort, first in the market, - Most cushioned, flexible and lightest supernova ever - Visible adiPRENE™ and adiPRENE+™ cushioning</p> <ul style="list-style-type: none"> adiPRENE™ adiPRENE+™ GeoFIT™ quickstrike TORSION™ SYSTEM SEAMFREE
<p>response</p> <p>For the Runner who wants a lightweight responsive shoe for training or racing.</p>	<p>CONTROL</p>  <p>Response control - Ultimate in lightweight motion control - Midfoot Pro-Moderator™ support for a responsive ride - adiPRENE™ and adiPRENE+™ cushioning</p> <ul style="list-style-type: none"> adiPRENE™ adiPRENE+™ pro-moderator™ TORSION™ SYSTEM 	<p>CUSHION</p>  <p>Response cushion - Lightest, most responsive adidas training shoe - Visible adiPRENE™ and adiPRENE+™ cushioning - Original member of the Response family</p> <ul style="list-style-type: none"> adiPRENE™ adiPRENE+™ TORSION™ SYSTEM
<p>nova</p> <p>The entry level running shoe loaded with technologies inspired by the previous generations of the Supernova family.</p>	<p>CONTROL</p>  <p>Nova control - Entry level shoe packed with technology - Inspired by the Supernova family</p> <ul style="list-style-type: none"> adiPRENE™ quickstrike TORSION™ SYSTEM 	<p>CUSHION</p>  <p>Nova cushion - Entry level shoe packed with technology - Inspired by the Supernova family</p> <ul style="list-style-type: none"> adiPRENE™ TORSION™ SYSTEM





KEY RUNNING TECHNOLOGIES



www.adidas.com/running

							
geoFIT	adiPRENE®	adiPRENE+⊕	quickstrike	seamfree	TORSION® SYSTEM	ground control	pro-moderator™
An internal footwear technology that enhances fit and comfort by placing padding in anatomically correct areas.	adiPRENE™ is a highly shock absorbent material that cushions and protects your heel at impact.	Resilient cushioning used to protect the forefoot and provide a responsive, dynamic toe-off.	Outsole cleats have been injected onto a thin textile base for flexibility, weight reduction and durability.	A whole new way of constructing shoes. Makes the upper construction much more flexible and comfortable. Seamfree eliminates most of the seams.	Lightweight arch support that allows the forefoot and rearfoot to move independently for better surface adaptation and stability.	A system, unique to the adiStar Control, that gradually adapts to the landing surface to slow the foot's rate of pronation for better control.	Pro-Moderator™ is a lightweight, highly stable yet durable, midsole motion control system that provides just the right amount of stability, eliminating the abrupt blocking that can occur when using dense foam in traditional motion control shoes.



WHEN YOU'RE TRAINING IN THE RAIN WE'RE THINKING OF WAYS TO MAKE YOU FASTER AND HOW TO KEEP YOU DRY.

WHEN YOU'RE TRAINING IN SEARING HEAT WE'RE THINKING OF WAYS TO KEEP YOU COOL.

AND WHEN YOU'RE RUNNING....WE'RE PROBABLY DOING THE SAME. WHY ELSE WOULD WE BE AS PASSIONATE ABOUT RUNNING AS YOU ARE? HOW ELSE COULD WE MAKE THE RIGHT PRODUCTS FOR THE CHALLENGES YOU SET?

WHETHER IT'S ROUND THE GLOBE, ROUND THE COUNTRY OR JUST TO GET SOME MILK.

