

April 16, 2009

### **ASICS to kit Japan Track & Field team**

Kobe, Japan - ASICS Corporation unveiled the official sports outfit for the Japan Track & Field National team, based on the official partnership with Japan Association of Athletics Federations. The new team outfit will make début at 12<sup>th</sup> IAAF World Championships in Athletics in Berlin this year.

The design theme of the uniform is “Rising Sun”. Red gradation and golden line describe powerful sunrise and irradiating lights representing speed and power of the athletes. The newly designed letters of “JAPAN” on the top shape widened toward the end. Each item is based on one’s from its high-end performance line “TOP IMPACT LINE”, and is designed on its original technology and the latest materials according to characteristic and use of each discipline, making the most of the studies at the Institute of Sport. The collection includes bags and footwear as well as other items according to the choice of characteristics and function on each sport



### **Racing shirts and shorts**

Tight-fitted shirts and shorts mainly for sprint, hurdles and jumping events.

“INNER MUSCLE TECHNOLOGY” is utilized to enhance athletes’ performance of these specific disciplines.

#### 1. INNER MUSCLE

The function of the INNER MUSCLE top is the high-elastic fabric on the back to draw the shoulder blade toward the vertebrate properly, which help the shoulder move more extensively and let the arm swing more backwards to encourage the athlete to enhance their performance of running and throwing.

#### 2. CORE BALANCE

High-elastic belt, “CORE BALANCE BELT” incorporated around the pelvis is utilized for the shorts, which not only helps improve the posture by keeping the pelvis straight and stable, also prevents the body from shaking wastefully in its movement and encourage the muscle activity around the pelvis, which helps the athletes enhance their performance.

### **Running Shirts and Shorts for distance running/walking events**

With the analysis of physical change of skin and joints in its movement, ASICS original cutting technology makes it possible to compound the fabric with unique structure and elasticity for the better mobility, which reduces stress of muscle and stretching of the fabric in its movement. Endurance sport such as marathon can make the most of this effect.

Both shirts and shorts are made of specific cloth thinner and lighter than the conventional knitted cloth. Also, the stomach part to the back consists of elastic fabric. It has multiple layers of sweat-absorbing layer and sweat-diffusing layer, in addition to the water-conductive layer and air layer to maintain comfort by absorbing sweat, transferring it to the surface and diffusing it to reduce the uncomfortable stickiness staying in the fabric.

### **PRO-PAD SOCKS with separate toes**

“PRO-PAD SOCKS” with separate toes feature such unique knitted-padding to fill the gaps between feet and the shoes in their movement. Padding fills the gap beneath the instep, yet arranged to avoid giving too much pressure to nerves and blood vessels. Comfort and better fit are achieved by elastic and soft

material.

This effect makes it possible for the feet to feel more unified with the shoes. Besides, the athletes are likely to enhance their performance by the separate toe structure to allow the feet to make the most of their sharper feeling in the shoes.

### **Other Items**

On practice, athletes can choose what to wear, depending on the weather and their condition among the choices of t-shirts, sweat shirts, coat, windbreaker jacket and training suits made of light material with ASICS original cutting.

With the items linked to its color, the shoes with letters, "JAPAN" for both ceremonies and warm-ups and a collection of bags designed for longer travels both in red linked to the apparel are available.

### **Shoes for ceremonies and Warm-ups**

Same as the apparel, the main color of the shoes is red featuring the letter "JAPAN". Another unique feature of the shoes are the discrete sole incorporated around the heels and a big resin reinforcement called "Trustic" equipped with the shank which give the shoes stability and cushioning.

For women exclusively, the last designed to fit female foot type is available.

### **TOP IMPACT LINE**

Developed with the concept of "Awake Athlete's Potential", "TOP IMPACT LINE" is the collection of high-functional athletic apparel released last year to maximize the performance of running, jumping and swimming.

Through the studies of Biomechanics done at Asics Institute of Sport Science made it possible for athletes to have their pelvis straight and stable, allow them to have wider mobility and feel the lightness and comfort when wearing them. "TOP IMPACT LINE" is currently available to target top athletes for track and field, basketball, volleyball and soccer.

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