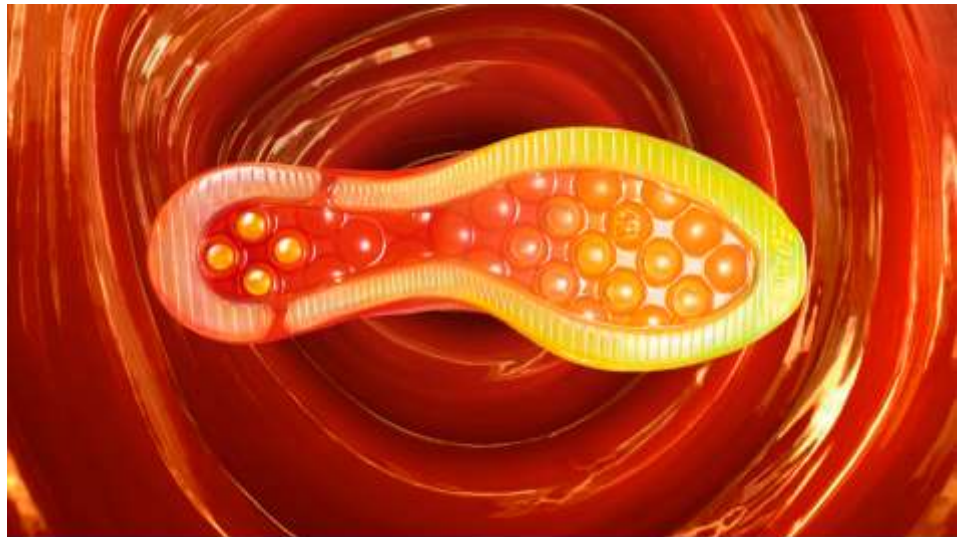




**ASICS BRINGS TOGETHER TECH & DESIGN WITH LATEST SNEAKER
LAUNCH: GEL-QUANTUM INFINITY™**

ASICS has announced the launch of the new GEL-QUANTUM INFINITY™ footwear; an uncompromised celebration of GEL™ technology inspired functionality and style .



As the first shoe to feature a full-length GEL midsole from heel to toe, the GEL-QUANTUM INFINITY™ shoe is a complete expression of ASICS proprietary GEL™ technology, which first debuted in 1986. The distinct design is married with a functional sole for visual impact and high-level cushioning.

ASICS Corporation Sports Style Footwear Division Executive Officer, Shinji Senda says: “Innovation has always been at the heart of our brand, and we are continuously looking for new ways for our style-conscious customers to experience this. The GEL-QUANTUM INFINITY™ model brings together distinctive design with years of evolution in GEL™ technology to deliver comfort in every step.”

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 more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit www.asics.com.



The stripe design featured on the sides of the ASICS® shoes is a registered trademark of ASICS Corporation.

About GEL-QUANTUM INFINITY™:

The GEL-QUANTUM INFINITY™ shoe features a full-length mid-sole for comfort and an impressive appearance.

- Developed and tested at the Institute of Sports Science in Kobe, Japan
- Premium cushioning with a full-length GEL™ technology midsole for smooth, consistent and durable ride with a grip sole and reduced weight
- Complete with “Infinity” embossed in gold on the tongue and the heel in Japanese Katakana, an iconic symbol that defines the shoe
- Unique premium upper with brand new vacuum no sew material execution that compliments the disruptive tooling. These upper dimensions are strategically placed to provide ultimate support
- Distinctive design and colouring that flows from the tooling to the upper part of the shoes
- Complete with two-colour gradation and premium gold detailing
- Available colorways for Men: BLACK/SHOCKING ORANGE
- Available colorways for Women: BLACK/ICY MORNING

GEL-QUANTUM INFINITY™ shoe will be available globally from December 7th 2018 at ASICS retail and online stores.

MRP: GEL-QUANTUM INFINITY™ - INR 17999/-

To find out more about the products, please visit <https://www.asics.com/in/en-in/mk/gel-quantum-infinity>

About ASICS

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ASICS India currently has 28 stores in 16 cities across Metros, Tier1 & Tier2. ASICS is targeting 6-7 more stores in 2018, raising the store count

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to 34-35 approx. More Details can be found at <https://www.asics.com/in/en-in/store-locator>

For more information, visit www.asics.com/in/en-in

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