

adidas debuts new shoes for on and off the course

Written by TMAC GOLF

Thursday, 22 September 2011 09:26



There is a popular saying within the golf biz that goes, “What wins on Sunday, sells on Monday.” adidas Golf, a division within TaylorMade, is putting that to the test as it introduced the spikeless STREET shoe that Justin Rose debuted last week in his wire-to-wire win at the BMW Championship. But while the introduction of the product is this week, the actual release of it commercially won’t be until November 1st.

For anyone concerned with traction, the spikeless sole provided Rose with solid footing throughout the week, including in wet conditions during the final round when a steady rain fell throughout the back nine. The STREET shoe outsole has 124 strategically placed traction lugs of varying size with a textured synthetic toe-cap for durability and abrasion-resistance. Rose switched to the adidas STREET last week after being given a prototype pair and was instantly hooked, according to the company, as it helped his footwork and allowed him to move freely with the extra flexion and torsion. “I noticed an impressive improvement after wearing the adidas STREET shoe. The softer construction puts less stress on the body and I walk off the course feeling fresher,” said Rose. “It’s exciting to see the adidas STREET succeed so soon on tour, but not a surprise, since we’ve been making the best spikeless golf footwear for more than five years,” said Kevin Ross, vice president of adidas Golf. The adidas STREET carries a manufacturer’s suggested retail price (MSRP) of \$90 in five colorways.