

The
TOUR360
Story





The TOUR360 Story

by **adidas Golf**



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The **TOUR360** Story

Adi Dassler's philosophy was as simple as it was brilliant - to provide athletes with the best possible equipment. Today, that philosophy still holds true as adidas Golf continuously defies convention to pioneer the sport's most innovative and advanced performance footwear.

Introduced in 2005, the original TOUR360 revolutionized golf footwear style and performance. With each generation thereafter, the franchise continues to lead the industry with new technologies and innovations that give golfers the tools they need to perform at a higher level. The TOUR360, named for its midfoot support system, entirely surrounds the foot, hugging every contour of the instep and outstep to keep the foot rock-solid and centered over the base. More than a shoe, TOUR360 is a tour-proven, essential piece of equipment put into play at the highest level of competition by the world's best golfers. Six years since its inception, the success of TOUR360 is undeniable as over 1.5 million pairs have been sold.

The Revolutionary First **TOUR360**



TOUR360

- ▶ 360WRAP with Independent Forefoot and Heel: Delivers exceptional support.
- ▶ 3D FitFOAM Sockliner: The First sockliner with three different densities of foam.
- ▶ Anti-Clog Outsole: The clear TPU outsole features improved spacing and less clogging.
- ▶ TPU Toe-Drag: Protects the leather from the normal wear and tear on the toe.
- ▶ “No-Slip” Tongue: The new pattern on the top of the tongue eliminates slip and keeps it centered over the foot.
- ▶ Performance Lining: The two-material lining is a first for adidas Golf. Placing ultra-suede leather in the collar, heel and tongue provides a luxurious feel while minimizing the movement of the foot within the shoe. A moisture-wicking mesh lining encases the rest of the foot to help keep the foot cool, dry and comfortable.



2005 Launch of a New Era in Golf Footwear

TOUR360 The TOUR360 is one of those rare, break-through products with the power to reshape an entire sport category.

Proof there are almost no USGA restrictions on shoes.

TOUR360 II. EQUIPMENT FOR YOUR BODY
Infused with the most advanced technology out there, the TOUR360 II delivers game-enhancing performance. With a 2000psi+ air sock, STAC cleats for super-plus grip, and a new wider Tour Platform for an engine-like base, the TOUR360 II is the final ingredient you need to go pro. adidasgolf.com



DYNAMIC TRAXION AC

Advanced cleat design features:

- 1] Polished surfaces that diminish clogging and improve grip.
- 2] Low-profile and turf-friendly shape that eliminates spike marks.
- 3] Flexible legs that improve grip, comfort and durability.

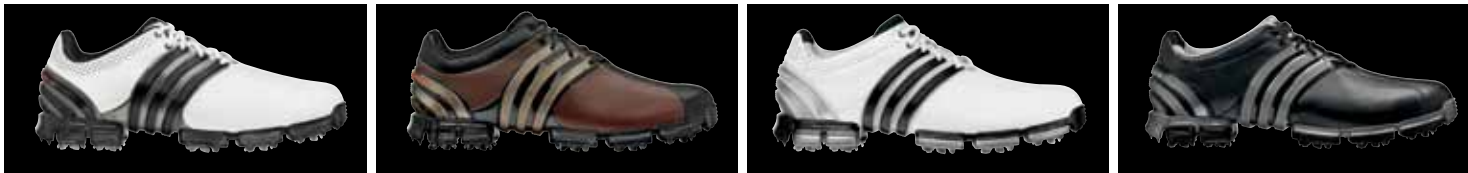
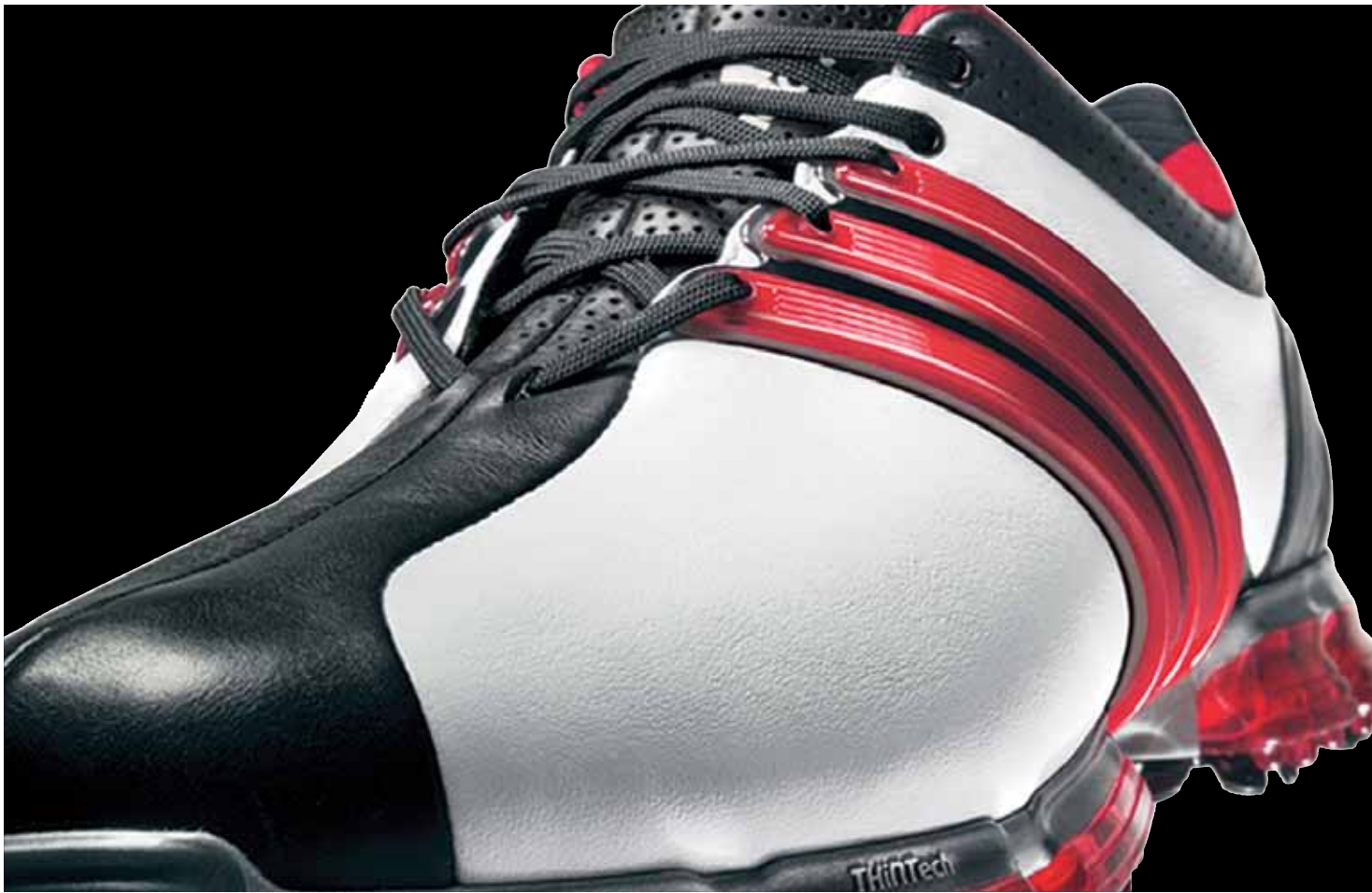
2007 Launch of the TOUR360 Second Generation

TOUR360 II

360WRAP+ and NEW DTAC (Dynamic Traxion® AC) proprietary cleat added for improved traction.



reddot design award
winner 2007 – best of the best



INTRODUCING
THINTECH™
TECHNOLOGY

2008 Launch of the TOUR360 Third Generation

TOUR360 3.0

Three-dimensional molded 360WRAP, external heel counter, and THINTECH low-profile technology introduced to deliver unmatched stability, fit and feel.



2010 Launch of the TOUR360 Fourth Generation

TOUR360 4.0

For the first time, unibody construction connects the 360WRAP with the outsole and THINTECH™ Low-Profile Technology with proprietary PINS cleat creates a lower profile platform that reduces the distance between your foot and the course.

ADVANCED THINTECH. LOWER IS BETTER.

MORE STABILITY + BETTER BALANCE = MORE CONSISTENT BALL STRIKING.

Conventional Cleat and Insert System



advanced THiNTech Cleat Technology



**32%
LOWER**



NOW AVAILABLE IN EVERY ADIDAS GOLF SHOE.



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Launch of the THINTECH™ Cleat



An advanced cleat system that combines a low-profile, anti-clogging cleat design and thinner outsole receptacle to bring you lower to the course for better power transfer, more stability, better balance, improved overall footwork and more consistent ball-striking.



TOUR360 **ATV**

Tour-Proven Performance. All-Terrain Versatility.

Elevating the highly-successful TOUR360 franchise, TOUR360 ATV utilizes unrivaled forefoot flexibility and zonal traction elements to provide All-Terrain Versatility, comfort, and grip that adapts to any surface, lie or angle.

- ▶ Premium full-grain leather upper provides a rich look and feel
- ▶ 360WRAP locks in and supports the foot for enhanced stability and a secure fit
- ▶ FitFOAM insole provides ever-lasting cushioning, support and comfort
- ▶ 10-Spike configuration with THINTECH™ low-profile technology for improved traction and stability
- ▶ Ground-adapting outsole provides All-Terrain Versatility
- ▶ [2Y] Waterproof Warranty

Technologies:

THINTECH™, 360WRAP, CLIMAPROOF®, FitFOAM™, adiTUFF™, THINTECH™ Cleat, TRAXION®





TOUR360 **ATV**

Tour-Proven Performance. All-Terrain Versatility.



CLIMAPROOF®
2-Year Waterproof Warranty.



Weights 2.0 ounces less than TOUR360 4.0.



FitFOAM™
FitFOAM™ insole provides ever-lasting cushioning, support and comfort.

Gusseted Tongue stays centered over the foot and improves overall comfort.

Premium Full-Grain Leather upper provides a rich look and feel.

Lower than TOUR360 4.0 by 1.14mm.

Ground adapting outsole provides All-Terrain Versatility.

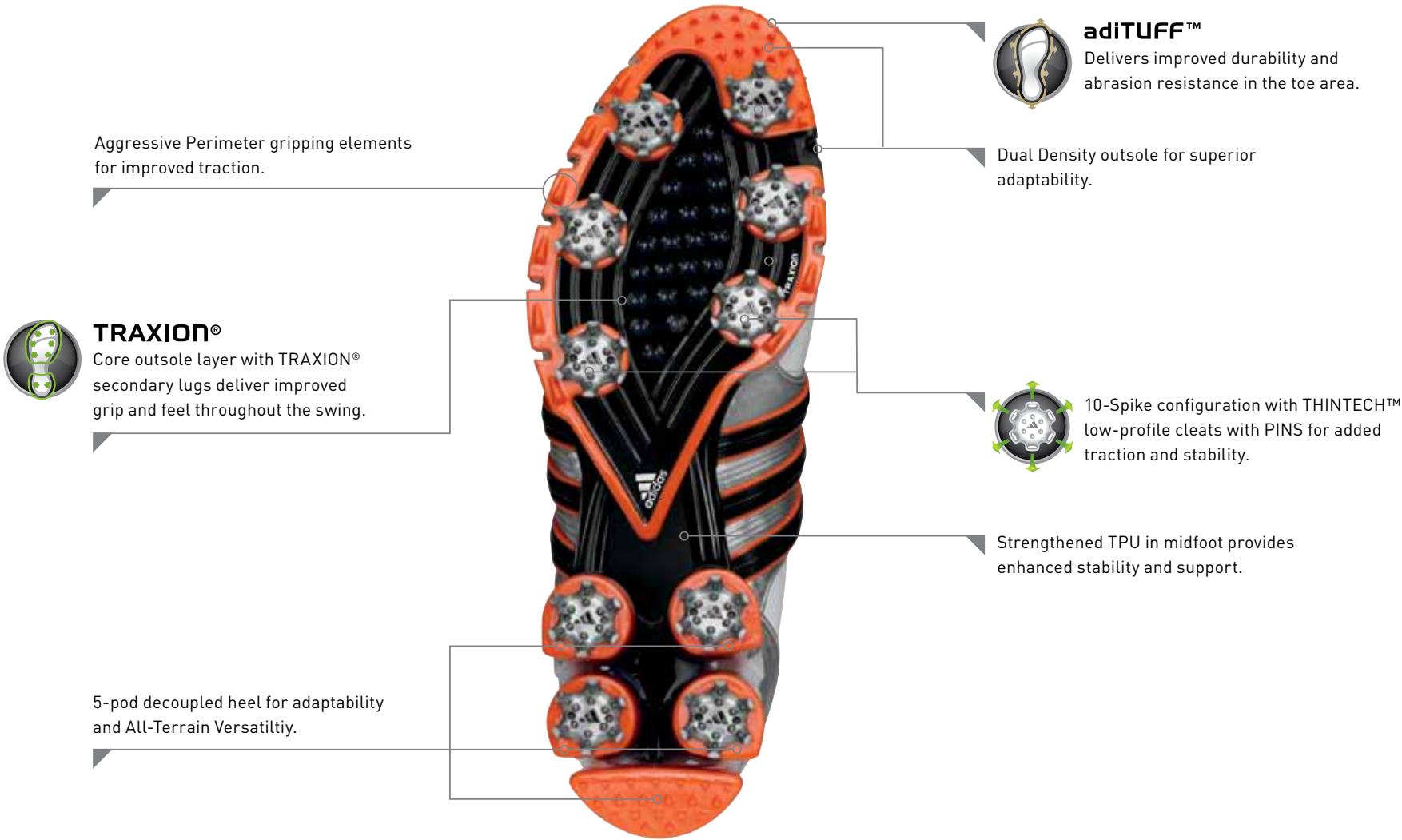


THINTECH™
Low-profile technology for improved traction and stability.



360WRAP locks in and supports the foot for enhanced stability and a secure fit.







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