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## **SAUCONY® DEBUTS ALL-NEW RIDE ISO<sup>2</sup> FOR FALL 2019**

***So lightweight and soft, the new Ride ISO<sup>2</sup> delivers a never-ending run with endless comfort***

**WALTHAM, MA (April 2, 2019)** – Global performance running lifestyle brand [Saucony](http://Saucony) today unveiled the newest addition to its award-winning performance running line: the Ride ISO<sup>2</sup>. Built with a range of Saucony performance technology, including the endless comfort of EVERUN™, the all-new neutral long-distance trainer is enhanced with even more runner-influenced refinements for those who crave *the ride that never ends*.

“EVERUN continues to be a game-changer for the brand, the industry, and for runners who want a never-ending cushioning experience in a light and responsive ride,” said Anne Cavassa, president of Saucony. “The Ride has always appealed to a wide range of runners: it can be a training workhorse to some and a marathon shoe to others thanks to a luxurious underfoot feel that won’t break down. With the new Ride ISO<sup>2</sup>, we’ve fine-tuned the midsole to deliver our plushiest running experience yet, while adding crystal rubber in the forefoot for enhanced durability over the roughest pavement. We can’t wait for runners to experience the Ride ISO<sup>2</sup>; it’s so lightweight and soft, it’ll keep you running mile after mile.”

### **Ride ISO<sup>2</sup> Marketing Support**

A fully integrated multi-media campaign has been developed to support the launch of the Ride ISO<sup>2</sup>, unfolding across various offline and online media platforms. Social teaser posts of the Ride ISO<sup>2</sup> will begin April 1 along with a global blogger/key influencer seeding of the shoe that includes a promo code inviting the influencer to give a pair of Rides to a friend. A print and digital integrated media launch on May 1 will coincide with the retail launch of the Ride ISO<sup>2</sup>. The campaign will be supplemented by in-store graphic elements of the Ride ISO<sup>2</sup> at key retailers, including product table displays, wall backers and window displays. A hero video supporting the Ride ISO<sup>2</sup>’s “never-ending run with endless comfort” theme will run at [saucony.com](http://saucony.com) and on the brand’s social media channels through the summer months.

### **About the Ride ISO<sup>2</sup>**

- The combo of an EVERUN Topsole and PWRFOAM™ midsole delivers just-right softness for endless comfort mile after mile

- ISOFIT™ and FORMFIT™ technologies create a dynamic fit system to accommodate a wide range of foot shapes
- Engineered double jacquard mesh upper provides structure or stretch where needed and enhances breathability
- Crystal rubber in the forefoot area of the outsole enhance durability and responsiveness
- TRI-FLEX™ outsole increases the shoe's ability to disperse impact while also providing plenty of flexibility and traction for a smooth ride

**Ride ISO<sup>2</sup> Availability:**

The Ride ISO<sup>2</sup> will be available for preorder on April 1 at [saucony.com](http://saucony.com). The Ride ISO<sup>2</sup> will be available at select North American specialty retailers on May 1 and at select specialty retailers globally on June 1. The Ride ISO<sup>2</sup> will be available in men's sizes 7-13, 14 and 15, and women's sizes 5-12. The suggested retail price of the Ride ISO<sup>2</sup> is \$120.00. To find a Saucony retailer near you, call 800-365-4933 or visit [www.saucony.com](http://www.saucony.com).

**Saucony Ride ISO2 Images here: [\(ADD LINK\)](#)**

***About Saucony:** Saucony, a division of Wolverine Worldwide, Inc. (NYSE: WWW), is a leading global running lifestyle brand that fuses performance, innovation and style to create compelling footwear and apparel with its widely recognized brands Saucony and Saucony Originals. Founded in 1898, Saucony exists to empower the human spirit—with every stride, on every run, in every community. Saucony's award-winning innovations include EVERUN™, ISOFIT™, FORMFIT™, Geometry of Strong™, and the Total Run System™ apparel line. At Saucony, a good day is when we get to run. A great day is when we inspire someone else to run. For more information, go to [www.saucony.com](http://www.saucony.com).*

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