

PRESS RELEASE

Fitness Minded, Street Wise: SpringBoost Introduces the "City" Collection for Men

Dorsiflexion Engineering Comes to Everyday Footwear, Keeping You In Shape and In Style

Science meets style. Leave it to SpringBoost to combine the physiological benefits of dorsiflexion technology with the latest in fashion to bring true innovation to everyday footwear.

For today's time-crunched man comes the ultimate urban walking shoe. No time for the gym? No problem. The City/City SP turns everyday activities into a workout using dorsiflexion, which places your heel lower than the ball of the foot, engaging your core and leg muscles for dramatic results you can see, feel and measure.

Whether you're walking from the subway or running to your next meeting, the City/City SP stabilizes and strengthens your core, hamstrings, calves and glutes with every step. Did we mention it also aligns your body and alleviates pressure on your joints?

The City/City SP collection is designed for you to maximize your walking and everyday activities, including:

- **DORSI Technology™** = *Activates, stabilizes and strengthens the core and leg muscles*
- **U-Control Insole System™** = *Allows you to vary your workout intensity with two interchangeable insoles (DORSI 0 and 2)*
- **Lightweight EVA midsole** = *Offers maximum comfort and shock absorption*
- **Built-in Energy Plate™** = *Increases range of motion, improves push-off power and uses energy more efficiently*
- **Rugged non-slip outsole** = *Provides support and stability*
- **Soft, full grain (City SP) or nubuck leather with air mesh panels (City) for foot ventilation** = *Makes them breathable*



SpringBoost City



SpringBoost City SP

The City/City SP is available in multiple colors, with a suggested retail price of €119,90 / €139,90. For more information, visit www.springboost.com.

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