



PRESS
RELEASE

ASICS REDEFINES ALL-ROUND TRAIL COMFORT WITH THE NEW TRABUCO™ 14 SHOE

The TRABUCO™ 14 shoe is engineered to deliver premium cushioning and advanced grip across challenging terrain, supporting runners to move freely and feel their best on the trails.

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ASICS proudly launches the TRABUCO™ 14 shoe, the latest iteration of their iconic trail running franchise, designed to deliver enhanced comfort and protection without compromising control. Rooted in the philosophy of *Kaizen* which translates to continuous improvement, the TRABUCO™ 14 shoe reflects a purposeful evolution from its previous version by delivering more comfort and a more energetic feel on the trails.

At the core of the TRABUCO™ 14 shoe is a significant update to its cushioning, with the integration of the FF BLAST™ MAX foam. This update delivers cloud-like softness at impact and responsive energy for long-lasting comfort across varied trail terrain. To ensure protection and control remain uncompromised, a redesigned fit provides adaptive support, allowing extra room in the forefoot for comfortable movement. A protective engineered mesh upper, paired with a padded gusseted tongue, helps shield the foot from trail debris while maintaining durability and breathability. Alongside this, the shoe features an ASICSGRIP™ outsole combined with a rock protection plate, providing reliable traction and underfoot protection across technical terrain.

ASICS Trail Athlete, Ben Dhiman, says “The TRABUCO™ 14 shoe has confidence where you do not. The shoe is forged for the mountains, an ideal partner for technical trails and ultras with comfort and stability as its key strengths. I think this shoe shows nice evolutions from previous iterations - it's 15g lighter, far hungrier for gnarly single track, more agile and predictive.”



The TRABUCO™ MAX 5 shoe has also been updated in this season's FUJITRAIL™ Collection, offering a comfort-focused option for tackling longer, more runnable trail terrain. The shoe has been refined to meet the core demands of long-distance trail running, with updates centred on breathability, durability and water drainage. A newly developed engineered water-repellent mesh upper is reinforced in key wear areas, while its construction supports airflow to help maintain comfort over extended runs. These updates are packaged in an overall lighter build offering runners a versatile shoe to tackle the trails.

The SS26 FUJITRAIL™ Collection also features updates in trail accessories with the FUJITRAIL™ Vest and Belt returning with key upgrades. The two accessories have been improved with light colors to repel heat, lightweight materials for breathability, and a 360° storage system for hydration and essentials. The vest also includes front closure with elastic adjusters for a customizable fit and improved adjustability, allowing runners to move on the trails with confidence and freedom.

The TRABUCO™ 14 shoe (€160), TRABUCO MAX™ 5 shoe (€180), and FUJITRAIL™ Collection are now available in stores and online. For more details, visit [asics.com](https://www.asics.com).

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