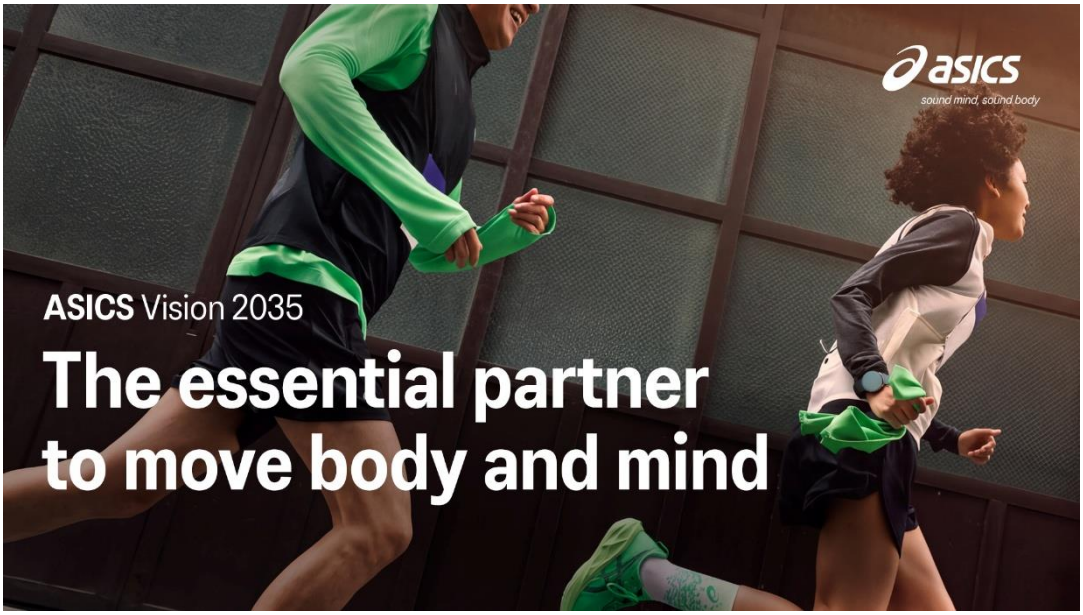
Press release under strict embargo until Tuesday, November 17, 2026, 16:00 JST

ASICS announces Vision 2035: Becoming the essential partner to move body and mind



(KOBE, JAPAN) NOVEMBER 17, 2026 — ASICS today announces Vision 2035, setting out the company's ambition to become "The Essential Partner to Move Body and Mind." Through Vision 2035, ASICS aims to help more people experience the positive impact of movement on both body and mind.

Since 1949, ASICS has been guided by its founding philosophy, "Anima Sana In Corpore Sano". Vision 2035 builds on this core belief that moving the body uplifts the mind, while setting out the direction ASICS will take towards 2035.

A future where movement matters more than ever

ASICS research found that people already spend 86% of their waking hours inactive. Looking ahead to 2035, as technology and automation continue to reshape daily life, opportunities to move may become even fewer. That is why ASICS believes choosing to move will become more important than ever.

Becoming the essential partner to move body and mind

From everyday movement to elite performance, people move for different reasons and find joy in different ways. ASICS aims to understand and support those individual goals and aspirations, becoming an essential partner at every stage of the movement journey.

Anima Sana In Corpore Sano, meaning "a Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded in 1949 by Kihachiro Onitsuka and is now a leading designer, developer and manufacturer of running shoes, as well as various sports footwear, apparel and accessories. For more information, visit

The stripe design featured on the sides of the ASICS shoes is a registered trademark of ASICS Corporation.

OneASICS Platform: Supporting every movement journey

Central to Vision 2035 is the OneASICS Platform. By understanding individual goals, interests and lifestyles, the OneASICS Platform will connect people with personalized experiences, including recommendations, training programs, events and communities, while helping them discover new ways to enjoy movement and take on new challenges.

Bringing Vision 2035 to life

ASICS will continue to collaborate with partners who share our vision, while bringing together diverse perspectives, professional expertise and digital capabilities as one global team to create greater value. ASICS will also take action to protect the future of movement, through its continued commitment to its environmental and social responsibilities.

ASICS sees its new Mid-Term Plan 2029 as the first step towards realizing Vision 2035.

No matter how much the world changes, ASICS' belief in the positive power of movement for body and mind will remain unchanged. With this belief at its core, ASICS will continue to strive to become "The Essential Partner to Move Body and Mind."

Further Information:
Vision 2035 Details
URL: https://corp.asics.com/en/vision2035

Mid-Term Plan 2029 Details
URL: https://assets.asics.com/system/media_libraries/26280/file.pdf

Anima Sana In Corpore Sano, meaning "a Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded in 1949 by Kihachiro Onitsuka and is now a leading designer, developer and manufacturer of running shoes, as well as various sports footwear, apparel and accessories. For more information, visit

The stripe design featured on the sides of the ASICS shoes is a registered trademark of ASICS Corporation.