

MH PROMOTION



the Pump 2.0, developed by NASA and MIT-trained engineers at Reebok

Few sportsmen understand pressure better than Ryan Giggs, Manchester United's most decorated and longest-serving player. With 14 years of top-flight football and a staggering eight Premiership titles to his name, he knows more than anyone that you need the very best support, both on and off the field, if you want an edge that will set you apart. Which is why during training he wears Reebok's most revolutionary shoe to date – the Pump 2.0. Developed by NASA and MIT-trained engineers at Reebok, the Pump 2.0 is the first ever shoe to automatically fit and adjust to your feet as you run, whatever their shape and whatever your demands. Slip them on and within just five to ten paces you'll inflate the air chamber in the upper to hold your feet perfectly in position for all the comfort and stability you could need. And as your feet change shape when warming up, the 'smart valve' at the back will maintain the pressure at an optimum 5 PSI, allowing more or less air to enter the shoe as you need it. In fact, they mould around your feet so snugly you don't even need laces.

Perfectfit

If you want a training shoe that fits like no other, Reebok have the answer

"Your feet are as individual as you are, which is why you need a shoe that fits perfectly. Without the correct footwear you're more prone to injury – which affects your training and fitness levels," Giggs says. And whereas in the past that might have meant paying top dollar to get bespoke shoes made specifically for you, the new Pump 2.0 is affordable and available nationwide. "Within seconds of slipping them on, they give me the best fit, so I'm as comfortable as possible," Giggs says. "Comfort and fit are obviously the most important things I look for in a training shoe; the Pump 2.0 provides both of these."

And if it's style you're looking for, look no further – Olympic gold medal sprinter Darren Campbell swears by his Pumps. As a former catwalk model he wouldn't be seen in any old trainer, while performance is, as always, paramount. "Every pair of feet is different and constantly changing," says Bill McInnis, head of advanced technology at Reebok. "Give the new Reeboks a try and your idea of what constitutes a good fit will never be the same again."

The Pump 2.0 is available at selected Sweatshop, Lifestyle Sports, JJB Sports, Giles Sports, and Sports World stores. For more information call our hotline on 0800 305 050 or visit www.rbk.com/uk



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