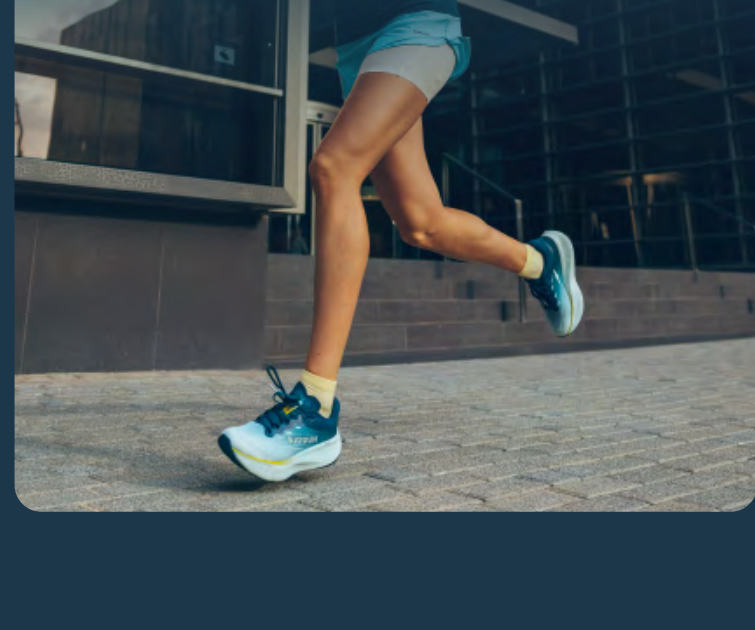


KIPRUN LAUNCHES THE NEW KIPRIDE MAX: THE ULTIMATE SOFT-RIDE EXPERIENCE FOR EVERYDAY RUNNERS

KIPRUN introduces the **KIPRIDE MAX**, a daily trainer engineered to deliver the most **cushioned and comfortable ride** ever created by the brand. With its ultra-soft midsole, premium upper, and lightweight energetic feel, the KIPRIDE MAX sets a new standard in the “maximum comfort” running segment.

For the KIPRUN product team, the objective was clear: to create a truly sensorial experience. An immediate **feeling of effortless softness and lasting leg freshness** that runners notice from the very first stride.



“From the beginning, our goal was simple: chase the **ultimate soft ride**. Not a shoe that just feels cushioned, but one that feels unbelievably smooth, light, and fun,” explains Alexandre Michard, Footwear Product Engineer at KIPRUN. “We tested everything, challenged every component, and kept only what delivered that instant feeling of greatness.”

COMFORT ANYWHERE, ANYTIME

A NEW STANDARD IN COMFORT ENGINEERING

Designed component-by-component around **maximizing softness**, the KIPRIDE MAX integrates KIPRUN's most advanced comfort technologies:



SOFTECH+ ultrasoft midsole with an SCF M-TPU strobrel and insock system

The KIPRIDE MAX features a completely new midsole foam, the **SOFTECH+**, an exclusive EVA/PEBA/OBC blend, to deliver full-stack cushioning (42 mm at the heel) with a buttery-smooth feel. The strobrel board (2 mm) and the insole (5 mm) are both made from SCF M-TPU, reducing rigid interfaces in the shoe to **amplify softness underfoot and enhance rebound**. Overall lab tests show the following improvement compared to the KIPRUN KS900.2

- 21% softer at the heel and 24% softer at the forefoot
- +34% more overall cushioning
- 69% energy return, which means +25% vs the KIPRUN KS900.2
- 6% lighter despite thicker cushioning

Engineered warp-knit upper with a 360° collar and 3D-knit tongue for a precise and adaptive fit

Made with 98% recycled PET, this upper is **ultra-soft, breathable, and highly adaptable**. Stretch zones in the vamp allow natural foot expansion, while reinforced quarters maintain midfoot security. The combination of a 360° collar and 3D-knit tongue delivers a pressure-free lockdown and enhanced step-in comfort.

Midfoot wings and heel construction for stability and support

Integrated into the lacing system, the internal wings wrap the foot smoothly and evenly, providing **stable comfort without unnecessary stiffness**. A minimalist internal heel counter, paired with a highly cushioned collar, delivers support while maintaining a soft, plush feel.



Weight
271 g (EU 42 M) / 226 g (EU 38 W)

Stack height
42 mm (heel) / 36 mm (forefoot)

Drop
6 mm

Price
€149.99 / \$160.00 / £119.99

First colorways of the KIPRIDE MAX will be available in DECATHLON stores and on [decathlon.com](https://www.decathlon.com) starting **January 19, 2025**, at a price of **€149.99**, with additional colorways launching shortly after.



A NEW ERA FOR PREMIUM DAILY RUNNING

The launch of the KIPRIDE MAX introduces the **KIPRIDE franchise**, KIPRUN's new premium line of **versatile, comfortable shoes designed for everyday running**. Built for daily mileage, easy runs, and a wide range of training needs, KIPRIDE delivers soft cushioning and smooth ride sensations for effortless comfort. Starting with **KIPRIDE** and **KIPRIDE MAX** as its first models, the franchise sets a new benchmark for daily runners — combining elite-level cushioning with approachable, comfort-first design runners can rely on day after day.

ULTRASOFT SOFTECH+ MIDSOLE
42 mm stack · EVA/PEBA/OBC blend
+34% more cushioning compared to the KIPRUN KS900.2



SCF M-TPU COMFORT SYSTEM

5 mm insock + 2 mm strobrel for seamless softness underfoot

LIGHT, SMOOTH & FUN
271 g (men) · 226 g (women)
6 mm drop · Everyday max comfort

COLOURWAYS

Men



8960547
Teal Blue

8960545
Black Yellow

8940009
Purple

8940008
Pearl Grey

8960548
Black

8999015
Full Black

Women



8960649
Teal Blue

8960645
Lavender

8999015
Purple

8960647
Purple Yellow

8960643
Light Blue

8960650
Full Black



ABOUT KIPRUN

KIPRUN is DECATHLON's expert running and trail brand, launched in 2008 and present in 70 countries. At KIPRUN, we believe that in running, as in life, the journey matters more than the destination. We exist to support everyone to keep running so they can explore their potential and grow. We do this by democratizing high-performance solutions to run for life. Collaborating closely with world-class athletes, we create products and services, such as the PACER app, that are high-performance, fairly priced, durable, and built to move and evolve in harmony with everyday runners. That's how we stand by runners — to keep them running, growing, and living more fully through every run.

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