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Skechers GO RUN Maxroad 4 Hyper™ Wins Two Editorial Awards at Outdoor Retailer

Maximum cushion performance running road shoe named “Best of” by Shape magazine and “Editors’ Choice” by Runner’s World

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers made a big impression at the Outdoor Retailer 2019 show with their new road running shoe—Skechers GO RUN Maxroad 4 Hyper™— earning a double dose of editorial awards, “Best of Outdoor Retailer” award by *Shape* magazine as well as “Editors’ Choice Outdoor Retailer” by *Runner’s World*.



The Skechers GO RUN Maxroad 4 Hyper™ running shoe was named “Best of Outdoor Retailer” by Shape magazine as well as “Editors’ Choice Outdoor Retailer” by Runner’s World. (Photo: Business Wire)

writeup on the Skechers GO RUN Maxroad 4 Hyper, the editors noted, “we liked this because it’s so widely appealing. Like the current version, the Max Road 4 is a lightweight, well-cushioned trainer (the Max in its name is for max cushioning). But this model gets the company’s Hyperburst midsole. The material is produced with some fun science (plasma!) to create a platform that’s responsive and cushioned yet weighs less than a traditional EVA foam.”

In describing the Skechers GO RUN Maxroad 4 Hyper in their “Best of” awards roundup, *Shape* editors noted, “We’re suckers for running sneakers with that soft, sock-like knit upper and these are a beautiful pair on the brand’s bouncy and responsive cushioning technology. For a smooth, neutral run with a featherlight feel, slip in, lace them up and head out.”

Runner’s World selected 16 standout products from the event to earn the “Editors’ Choice” award. In their

These accolades continue the recognition that Skechers has been earning for its latest generation of performance running styles featuring Skechers Hyper Burst™. Earlier this year, Skechers GO RUN Razor 3 Hyper™ was named Editors' Choice by *Runner's World*, and *Outside* named Skechers GO RUN 7 Hyper™ "Gear of the Year" for the road running category in its Summer 2019 Buyer's Guide.

"As the awards keep coming in, it's clear that runners and editors have fallen in love with our collection of performance shoes featuring our innovative Hyper Burst cushioning," said Michael Greenberg, president of Skechers. "We will continue expanding the range of products featuring this groundbreaking technology to make it accessible, so more runners can find it in their favorite style to experience for themselves. Now with Skechers GO RUN Maxroad 4 Hyper added to the line, we look forward to hearing the feedback from runners who need that total cushion for comfort and support on long distance runs."

Skechers GO RUN Maxroad 4 Hyper was designed for maximum cushion on the road—it's a perfect shoe for putting in the miles but also competitive enough to run marathons and ultramarathons. The key advancement in the shoe is the Hyper Burst midsole, which is made using a "super critical™" foaming process to create spherically-shaped cells in tight format. It is the lightest and most resilient midsole foam that Skechers Performance has offered to date. The unique cell structure is unlike most other EVA foams on the market today.

The style also sets itself apart with a breathable compression knit upper for a sock-like fit. The upper material provides multi-zone stretch and is designed to stretch in certain areas while providing structure and durability where needed. It's lightweight, streamlined and features flex grooves in the forefoot to aid in flexibility, plus the signature M-Strike technology helps promote a midfoot strike for natural motion and greater efficiency in every stride.

The Skechers Performance division was established in 2012 with Meb Keflezighi wearing the first model of Skechers GO RUN, and the collection has earned respect throughout the running world and won numerous awards within the footwear industry. Skechers Elite runner Edward Cheserek trains, races and has won numerous races in styles featuring the new Hyper Burst midsole.

The Skechers GO RUN Maxroad 4 Hyper for men and women will be available in the Fall at Skechers retail stores and [skechers.com](https://www.skechers.com) as well as select retail partners.

About Skechers USA, Inc.

Based in Manhattan Beach, California, Skechers (NYSE:SKX) designs, develops and markets a diverse range of lifestyle footwear for men, women and children, as well as performance footwear for men and women. Skechers footwear is available in the United States and over 170 countries and territories worldwide via department and specialty stores, more than 3,060 Skechers Company-owned and third-party-owned retail stores, and the Company's e-commerce websites. The Company manages its international business through a network of global distributors, joint venture partners in Asia, Israel and Mexico, and wholly-owned subsidiaries in Canada, Japan, India, and throughout Europe and Latin America. For more information, please visit about.skechers.com and follow us on [Facebook](https://www.facebook.com/skechers), [Instagram](https://www.instagram.com/skechers), and [Twitter](https://twitter.com/skechers).

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