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Skechers Launches Footwear Collection With John Deere

The new work, outdoor and fashion offering for men and children pairs John Deere's rich heritage with innovative Skechers comfort technologies

LOS ANGELES--(BUSINESS WIRE)-- Fans of the iconic John Deere brand and Skechers comfort technologies now have the best of both worlds with the new [Skechers x John Deere](#) collection available today. Designed for agricultural professionals, construction workers, outdoor enthusiasts, fashion-minded individuals and children, the new styles boast the perfect mix of innovation and style.



Skechers x John Deere features include Skechers Hands Free Slip-ins® Technology; Skechers Arch Fit®; and composite toe protection, as well as other innovations. (Photo: Business Wire)

“Our team has been focused on developing the perfect collection reflective of the active, hard-working customers that bring the John Deere brand to life. We feel our inaugural Skechers x John Deere offering will impress and resonate with shoppers everywhere,” said Michael Greenberg, president of Skechers. “We’ve given this iconic pairing the attention it deserves, with an array of signature features and innovations that have made Skechers ‘The

Comfort Technology Company’ demanded worldwide.”

“We’re excited to bring high-quality footwear to all who share the same hardworking spirit as our customers, including fun and playful designs for our youngest brand fans,” said Mara Downing, vice president of Corporate Communications and Brand Management at John Deere.

Skechers’ legendary comfort innovations are prominently used throughout the collection,

with patented Skechers Hands Free Slip-ins® Technology, Skechers Arch Fit® Technology and Skechers Relaxed Fit® Technology.

Backed by a [commercial](#) highlighting the new collection, the first capsule consists of various styles for men, including all-terrain sneakers featuring Goodyear® Performance Outsoles built from the brand's soy-based rubber compound with silica for enhanced traction, stability and durability. The rugged-inspired Skechers x John Deere collection is designed with waterproof materials and protective features like composite toe, nano carbon safety and PORON® XRD metatarsal protection. A leading brand in the occupational footwear industry, Skechers has also integrated its slip-resistant (ASTM F3445) and electrical hazard-rated technologies into the new offering.

The children's line includes tractor-inspired designs and kid-friendly features such as S-Lights® with on/off buttons, Skechers Air-Cooled Memory Foam® insoles, and machine washable technology.

The Skechers x John Deere sport adventure, work, utility sneaker, boot, and casual footwear collections for adults and kids are now available at Skechers retail stores and www.skechers.com, as well as premium retail partners and specialty retailers worldwide.

About Skechers U.S.A., Inc.

Skechers (NYSE:SKX), The Comfort Technology Company® based in Southern California, designs, develops and markets a diverse range of lifestyle and performance footwear, apparel and accessories for men, women and children. The Company's collections are available in 180 countries and territories through department and specialty stores, and direct to consumers through skechers.com and approximately 5,260 Skechers retail stores. A Fortune 500® company, Skechers manages its international business through a network of wholly-owned subsidiaries, joint venture partners, and distributors. For more information, please visit about.skechers.com and follow us on [Facebook](#), [Instagram](#) and [TikTok](#).

About John Deere

Deere & Company (www.JohnDeere.com) is a global leader in the delivery of agricultural, construction, and forestry equipment. We help our customers push the boundaries of what's possible in ways that are more productive and sustainable to help life leap forward. Our technology-enabled products including John Deere Autonomous 8R Tractor, See & Spray™, and E-Power Backhoe are just some of the ways we help meet the world's increasing need for food, shelter, and infrastructure. Deere & Company also provides financial services through John Deere Financial. For more information on Deere & Company, visit us at www.deere.com/en/news/.

About Goodyear

Goodyear is one of the world's largest tire companies. It employs about 72,000 people and manufactures its products in 57 facilities in 23 countries around the world. Its two Innovation Centers in Akron, Ohio, and Colmar-Berg, Luxembourg, strive to develop state-of-the-art products and services that set the technology and performance standard for the industry. For more information about Goodyear and its products, go to www.goodyear.com/corporate.

This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements may include, without limitation, Skechers' future domestic and international growth, financial results and operations including expected net sales and earnings, its development of new products, future demand for its products, its planned domestic and international expansion, opening of new stores and additional expenditures, and advertising and marketing initiatives. Forward-looking statements can be identified by the use of forward-looking language such as "believe," "anticipate," "expect," "estimate," "intend," "plan," "project," "will," "could," "may," "might," or any variations of such words with similar meanings. Any such statements are subject to risks and uncertainties that could cause actual results to differ materially from those projected in forward-looking statements. Factors that might cause or contribute to such differences include the disruption of business and operations due to the COVID-19 pandemic; delays or disruptions in our supply chain; international economic, political and market conditions including the effects of inflation and foreign currency exchange rate fluctuations around the world, the challenging consumer retail markets in the United States, and the impact of wars, acts of war and other conflicts around the world; sustaining, managing and forecasting costs and proper inventory levels; losing any significant customers; decreased demand by industry retailers and cancellation of order commitments due to the lack of popularity of particular designs and/or categories of products; maintaining brand image and intense competition among sellers of footwear for consumers, especially in the highly competitive performance footwear market; anticipating, identifying, interpreting or forecasting changes in fashion trends, consumer demand for the products and the various market factors described above; sales levels during the spring, back-to-school and holiday selling seasons; and other factors referenced or incorporated by reference in Skechers' annual report on Form 10-K for the year ended December 31, 2023 and its quarterly reports on Form 10-Q in 2024. Taking these and other risk factors associated with the COVID-19 pandemic into consideration, the dynamic nature of these circumstances means that what is stated in this press release could change at any time, and as a result, actual results could differ materially from those contemplated by such forward-looking statements. The risks included here are not exhaustive. Skechers operates in a very competitive and rapidly changing environment. New risks emerge from time to time and we cannot predict all such risk factors, nor can we assess the impact of all such risk factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. Given these risks and uncertainties, you should not place undue reliance on forward-looking statements as a prediction of actual results. Moreover, reported results should not be considered an indication of future performance.

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