

May 7, 2025



Skechers AERO Series Opens New Chapter of Technical Running Innovation

New Collection Features an Evolution in Design That Cuts Through the Wind for That Aerodynamic Feel on Every Run

LOS ANGELES--(BUSINESS WIRE)-- Skechers Performance opens a new chapter of running innovation with the arrival of the Skechers AERO series. Named for the aerodynamic feel of the design, Skechers AERO represents the latest evolution of technical running shoes from the brand. The collection is engineered to deliver an exhilarating blend of speed, style and comfort to help runners cut through the wind and push beyond their personal bests while logging miles.

Introducing the Skechers AERO Series of technical running shoes: Skechers AERO Burst, Skechers AERO Spark, and Skechers AERO Tempo (L-R).

“Rooted in our award-winning performance legacy, the Skechers AERO series fuses

our signature comfort with innovative technologies and a new aesthetic that elevates Skechers running,” said Greg Smith, VP of Product Development and Merchandising for Skechers Performance. “We’ve fine-tuned every detail of each Skechers AERO design with feedback from top-tier runners through thousands of wear-test miles—from the four-minute milers looking for that quick speed to the ultramarathoners who are pushing the limits on distance. We believe that runners at all levels will love the feel of the Skechers AERO series, and our signature Comfort That Performs will deliver for competitive racers, casual joggers, and everyone in between.”

The Skechers AERO series for Spring 2025 includes three styles designed to meet the differing needs of runners. Each offers a fusion of innovations to elevate comfort, promote smooth transitions, and propel you forward through every stride.

Skechers AERO Burst™—*elevated cushioning, built to go the distance.* Designed for long-distance running routines, this well-cushioned style combines premium comfort with performance technologies to help runners feel great mile after mile. It features Hyper Burst Ice™ dual-density midsole foam, a carbon-infused H-plate in the forefoot, and the updated Skechers Arch Fit® support system. The breathable engineered mesh upper and anchored tongue design maximizes comfort through high-mileage training sessions.

Skechers AERO Spark™—*well-balanced everyday trainer.* Built for logging miles with great cushioning underfoot, this go-to trainer can also pick up the pace. It features a dual-density Hyper Burst Ice™ midsole for plush cushioning and support, an all-new Skechers Arch Fit® insole design that is adapted specifically for runners with a more subtle feel, plus the carbon-infused H-plate for a snappy toe-off while also providing the right amount of torsional rigidity. The breathable engineered mesh upper with lace locks ensures a secure fit on every run.

Skechers AERO Tempo™—*the launchpad for speed.* This high-performance speed day shoe offers a dynamic cushioned design packed with innovation for when you want to pick

up the pace. Optimized to deliver a lightweight, yet stable running experience, the energetic design features a breathable woven TPU upper, a Hyper Burst® blend in the midsole, plus an internal full-length carbon-infused H-plate that provides the perfect ratio of rigidity and stiffness. Unique to this style in the range, the Hyper Burst Pro™ sockliner offers underfoot cushioning and responsiveness.

Key signature innovations featured across the range include Skechers Hyper Arc™ technology that adapts to your stride for a more efficient run, plus Goodyear® Performance Outsoles for enhanced traction, stability and durability.

In coordination with the product launch, Skechers will also be sponsoring running events around the globe with activations for runners to discover and experience the Skechers AERO series. From elite competitions to grassroots races, the brand will be present to help celebrate the spirit of running, engage directly with the running community, and make a positive impact while building awareness for the new range of technical running shoes.

The first wave of Skechers AERO Burst and Skechers AERO Spark styles are available now at Skechers retail stores and [skechers.com](https://www.skechers.com), as well as specialty athletic shops in North America and select global markets. Skechers AERO Tempo will also launch in mid-May in select international markets, and mid-June in the United States.

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](https://www.skechers.com) and more than 5,300 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](https://www.facebook.com/skechers), [Instagram](https://www.instagram.com/skechers) and [TikTok](https://www.tiktok.com/@skechers).

About The Goodyear Tire & Rubber Company

Goodyear is one of the world's largest tire companies. It employs about 68,000 people and manufactures its products in 53 facilities in 20 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, tariffs 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, 2024 and its quarterly reports on Form 10-Q in 2025. 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.

Media Contact:

Jennifer Clay
SKECHERS U.S.A., Inc.
jennnc@skechers.com

Source: SKECHERS U.S.A., Inc.