

PRESS KIT
APRIL 9, 2025

KIPRUN PRESS KIT

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VISUAL IDENTITY



KIPRUN's brand name (contraction of "Keep Running") was **born from the crowd** and its supporting cheers on the sidelines of every race. This name echoes the brand's purpose **"to support everyone to keep running so they can explore their potential and grow"**.

KIPRUN's new symbol is inspired by the shape of a starting block and it **captures the idea of support, impulse and dynamism**. The "K" is not just a symbol - it's also the gateway to the brand name, seamlessly integrated into the new wordmark to reflect both motion and identity.



NEW BRAND CAMPAIGN AND TAGLINE

Every run makes us feel more alive

Behind every run, there's a story. Like Nelvin Jepkemboi, who went from serving tables in Kenya to breaking into the world top 10 over 5km. Her journey reflects what KIPRUN stands for: running is a journey that brings more than results. **It brings confidence, resilience, connection, and joy.**

That's why today KIPRUN is launching its new campaign: **More Runs. More Life.** It's an **invitation for all runners to "keep running"**, because each run makes us feel more alive. Starting today, this message will roll out on social media through a brand film and visuals, but also thanks to our 50+ KIPRUN athletes, including those from the 42 House, who will share their real stories - the highs, the lows, and everything in between.



CARBON PLATED RANGE

After 3 years of co-creation with our athletes, KIPRUN is proud to launch a new range of carbon-plated shoes **built for runners of any level of experience.**

The **KD900X.2** is designed to **democratize carbon-plated shoes**. It will help all runners unlock their potential and feel the carbon effect across any distance.

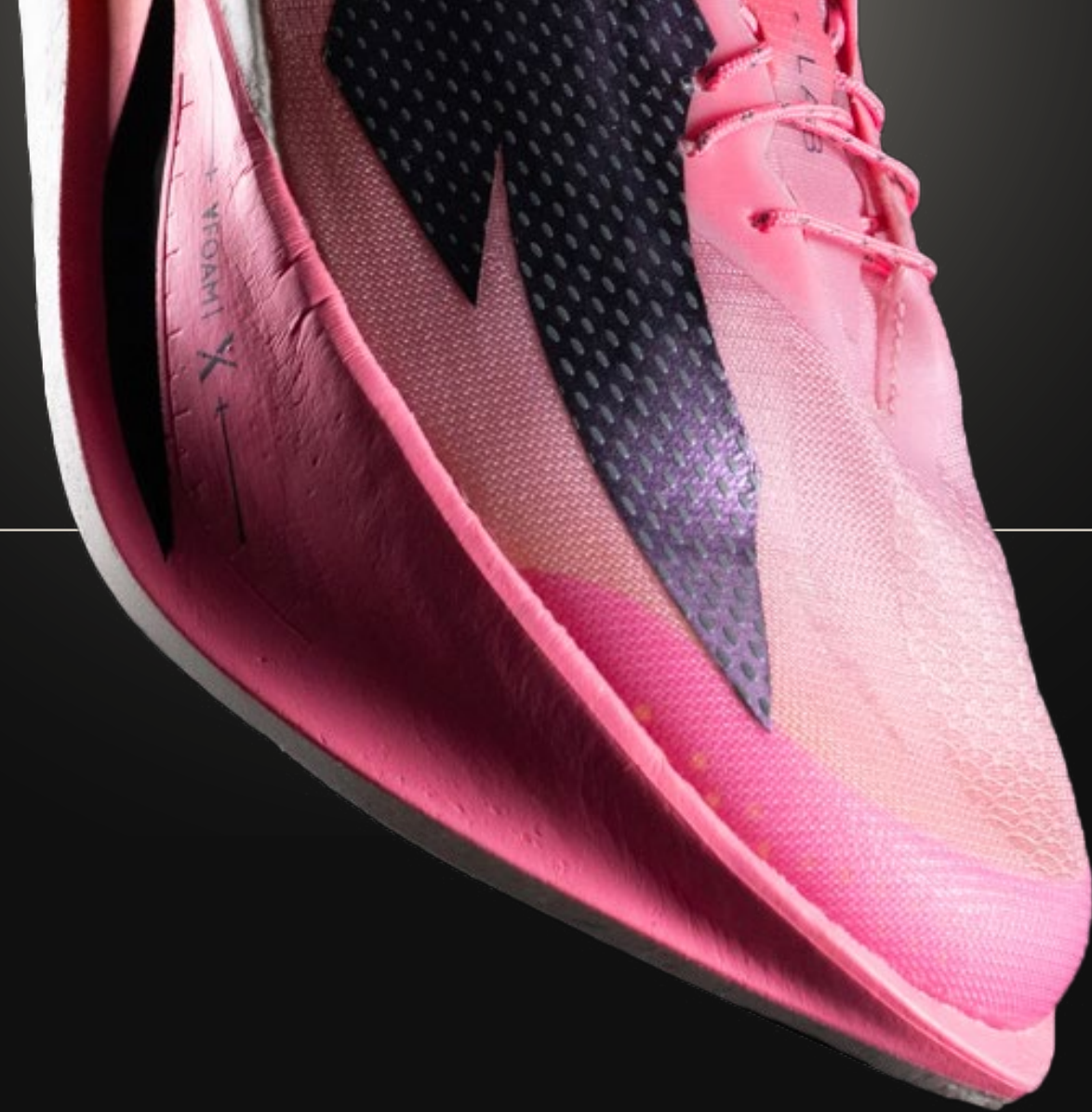
The **KD900X LD2** brings more comfort and durability than its predecessor while maintaining strong energy return, **ideal for short to mid-distance performance.**

And the **KD900X LD+**, trusted by our elite athletes for **marathons and major races**, offers a dynamism score of 76% and the cushioning needed to go all the way with its 100% PEBAX midsole.

With this range, **KIPRUN takes race-day shoes to the next level with options for everyone**, whether you're chasing your first carbon-plated experience or a personal best.



KD900X LAB



The KD900X Lab is KIPRUN's **lightest and most dynamic shoe ever**, built for record-breaking performance from 5K to the half marathon.

Already worn by Jimmy Gressier during his 12:57 European 5K record, it **features two patent-pending innovations: the Hook Plate** for propulsion and stability, and a dual-density foam system combining ultra-light PEBA at the core with a structured TPU shell built using **Fluid Foaming technology**. At just 167g (size 42), it reaches an 83% dynamism score, outperforming the KD900X LD+.

Crafted for elite athletes, the KD900X Lab will be available in limited quantities in September 2025, giving dedicated runners access to the same cutting-edge tech used at the highest level.

Find out more about the KD900X Lab:
[KD900X Lab Press Release](#)



KIPX

The KipX marks a bold first step toward KIPRUN's dream of a running shoe with **zero impact on the planet, and no compromise on performance.**

Built with a patented no-glue construction, it emits **26% less CO₂** during production and uses just one material for the upper, one for the sole. This simplified design **opens the door to full recyclability.**

Laboratory tests have revealed improved abrasion resistance of the sole and enhanced cushioning durability, with overall **durability increased by 50%** compared to reference KIPRUN models.

With less impact, more durability, and a radically different way of making shoes, the KipX is redefining how **performance and responsibility can move forward together.**



Find out more about the KipX:
[**KipX Press Release**](#)



OBVIOUS

KIPRUN is excited to launch a unique apparel collection: **KIPRUN x OBVIOUS**, available from July 2025. Inspired by our athlete kit, this collection is built on a bold idea: every **runner's journey is unique, so their outfit should be too.**

KIPRUN teamed up with OBVIOUS, a French art collective using AI to generate **non-repeating patterns**, so no two pieces are alike. Designs fuse art and performance: track-inspired lines for speed and precision, trail-inspired curves for exploration. Together, they form an infinite pattern, a **symbol of individual progress in a united team.** Eight pieces will be released for both men and women in key European cities.

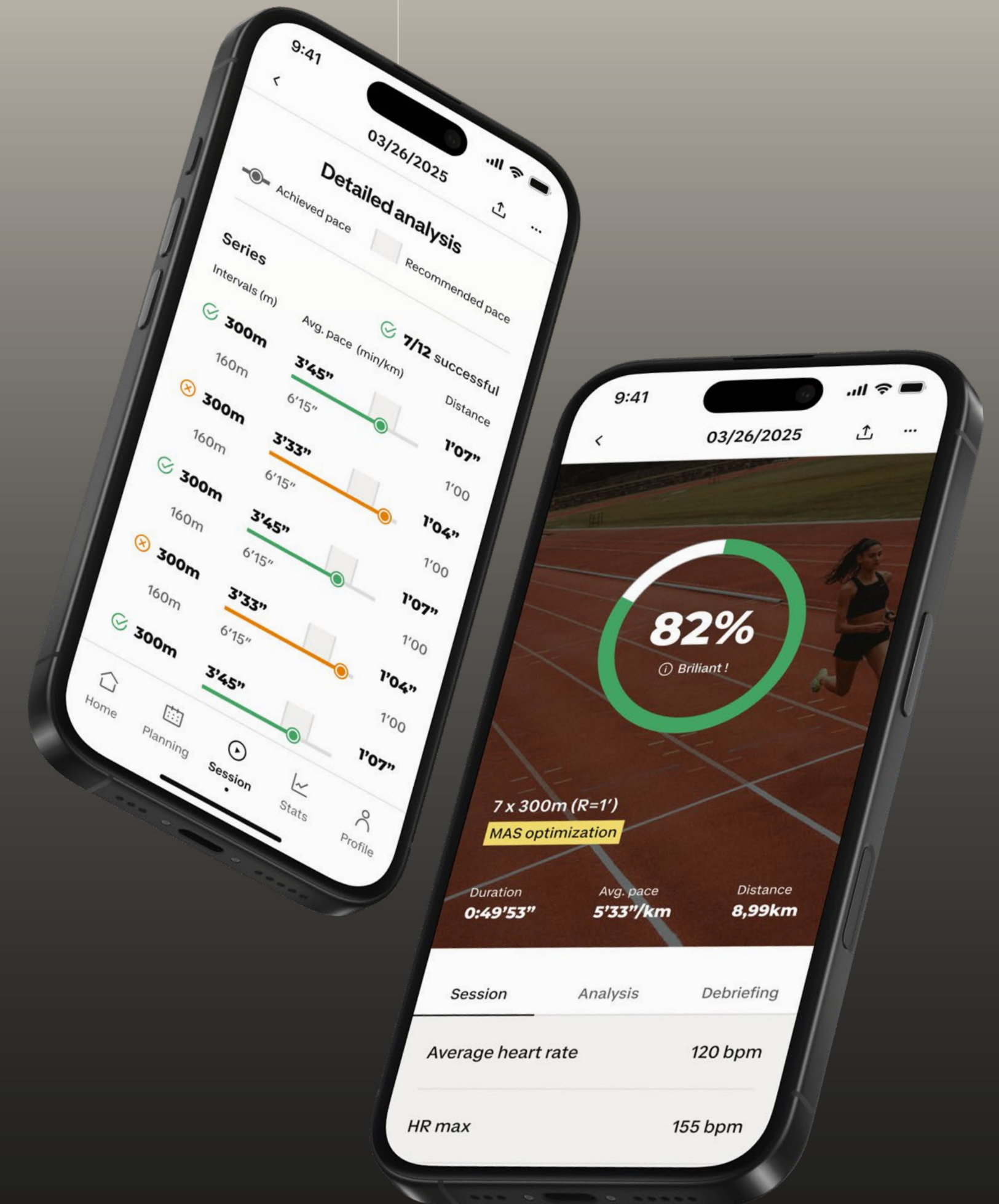


KIPRUN PACER

KIPRUN Pacer is a **free running app** designed to help every runner train with confidence and safely. Whether you're aiming for a 10K, half marathon, marathon, or a trail from 10 to 400 km, the app **offers personalized training plans** that adapt to your level, goal, feedback, and availability.

Since its launch, **over 1 million runners** across **75+ countries** have downloaded the app, giving it an **impressive 4.65/5 average rating**. The results speak for themselves: 86% of users who followed at least 75% of their plan achieved or even surpassed their goal.

More than just an app, KIPRUN Pacer is a **holistic coach**, offering complete preparation with notably nutrition guidance, performance insights, and recovery tips. In 2025, the app will offer personalized in-app content, a smoother design, and more relevant data to provide a tailored experience for runners.



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A full-page background image of a male trail runner in mid-air, jumping over a rocky cliff edge. He is wearing a light-colored t-shirt, dark shorts, a cap, and a hydration vest. His shoes are yellow and black with 'KIPRUN' written on the side. The sky is a clear, pale blue.

KIPRUN

MORE RUNS · MORE LIFE

DOWNLOAD MEDIA

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