



# KIPRUN UNVEILS THE KD900X LAB

THE ULTIMATE RECORD-BREAKING SHOE FOR ELITE ATHLETES

KIPRUN is proud to announce **the launch of the KD900X Lab**, a revolutionary new addition to the brand's carbon plate range. Crafted with new cutting-edge technology, the KD900X Lab is the **lightest and most dynamic shoe** ever created by KIPRUN, making it **the ultimate record-breaking tool**.

## POSITIONING THE KD900X LAB IN THE RANGE

The mission behind the Carbon Range was to **create a carbon-plated shoe that empowers every individual** to beat their personal records. KIPRUN believes that everyone should experience this level of confidence, not only to improve their performance but also to feel empowered at every start line.

The **KD900X Lab** fits within the KIPRUN Carbon Range as the ultimate record-breaker. While the **KD900X.2** is designed to unlock athletes' potential at an unbeatable price of €130. The **KD900X LD2** targets performance over shorter distances, up to the half marathon. The **KD900X LD+** is tailored for the marathon, and the **KD900X Lab** is specifically engineered for elite runners to crush records from 5K to the half marathon.

## The ultimate record-breaker.



## "SUPERPOWERS" FOR KIPRUN'S ELITE ATHLETES THANKS TO NEW TECHNOLOGIES

**Two patent-pending technologies** are featured in the KD900X Lab. The first is the **Hook Plate**, a carbon plate shaped like a "J" which provides **added propulsion and stability**. The second is the **Fluid Foaming technology**, that makes the outer foam of the dual layer setup. The KD900X Lab features a Featherbounce PEBA-based foam at the heart of the shoe. This piece of foam, weighing just 28g, is ultra-light and offers both comfort and energy return. Around this soft core, the Fluid Foam - made from higher-density TPU, built thanks to an SCF process - forms a protective "shell" that offers **structure, stability, and durability**, weighing 50g.

These two technologies directly contribute to the **spectacular weight of 167g** in size 42.



## THE LIGHTEST AND MOST DYNAMIC SHOE

The KD900X Lab is built with one core mission: to **be the lightest** shoe on the market. At just 167g in size 42, it stands among the top shoes from international brands. Its **dynamism is exceptional** and beyond what the KD900X LD+ achieved.

The **KD900X LD+** scores at 76% on KIPRUN's dynamism index, while the **KD900X Lab** achieves an impressive 83%.

*This index is calculated using an advanced formula, accounting for several variables, including weight, grip, rocker, cushioning, and energy return.*

Stack: **39mm** (heel), **35mm**

Drop: **4mm**

Weight: **167g** (men size 42)

Price: **€300**

## ALREADY BREAKING RECORDS

The KD900X Lab is already proving its worth. It was worn by Jimmy Gressier during his **European 5K record** in Lille in March 2025, where he completed the race in 12:57, setting a new historic benchmark.

## DESIGNED FOR THE ELITE, AVAILABLE FOR ENTHUSIASTS

The KD900X Lab is not just a shoe for one race. It's a **high-performance tool** designed to deliver consistent results across multiple races, keeping athletes at the top of their game. It's a Formula 1 of running shoes - **made for the elite**, with a limited number of pairs available for passionate runners by the end of 2025, allowing them to experience the same technology as KIPRUN's elite athletes.

*"The **KD900X Lab** is an incredibly dynamic shoe that truly makes a difference. It feels so **lightweight** on the foot, which gives you that sense of **effortless speed**. The shoe really drives you forward, encouraging you to get up on your forefoot and makes you want to go faster. It is definitely a **game-changer**."*

Jimmy Gressier

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## MEDIA CONTACT

Joséphine ROMANO  
kiprun@pr-esence.com