

THREE BECOME ONE WITH THE NEW SPEEDO® FASTSKIN³

-Speedo unleashes groundbreaking Racing System™ trilogy for 2012-

"It all comes together. I feel fast. I feel strong." – Rebecca Adlington, GBR

Speedo has secured full FINA (Fédération Internationale de Natation) approval for a **world first** concept to revolutionise the sport of swimming – **a cap, goggle and suit engineered to work together as one revolutionary Racing System** - offering swimmers a cohesive, hydrodynamic solution to cut through the water with maximum efficiency.

Unveiled today during an exclusive global launch event, the **Speedo FASTSKIN³** Racing System offers unrivalled benefits to swimmers, including a full body passive dragⁱ reduction of up to **16.6%***, an **11%**** improvement in the swimmer's oxygen economyⁱⁱ enabling them to swim stronger for longer, and a **5.2%**** reduction in body active dragⁱⁱⁱ, to create the world's fastest **cap, goggle and suit ever**.

With a distinctive and futuristic design that considers both the physiology and psychology of the elite swimmer, the **Speedo FASTSKIN³** Racing System enhances hydrodynamic efficiency and comfort, while improving the athlete's focus to perform.

The result is Speedo's most advanced swimwear and equipment technology since the introduction of new FINA guidelines in January 2010, strengthening Speedo's **world class reputation** as one of the most innovative brands in all of sport.

Michael Phelps, regarded as the most accomplished swimmer of all time, has led plaudits for the concept, saying: "**Speedo FASTSKIN³** makes me feel completely at one with the water. I feel confident, I feel comfortable and I feel like I am wearing the fastest."

While suits, caps and goggles are conventionally designed separately, Speedo has designed and engineered all three elements together to generate a unified system that works **in synergy**, incorporating many world firsts in swimming technology.

The **Speedo FASTSKIN³** Racing System utilises a new anatomical marking system, '**Fit Point Markers**', at strategic points across the **cap, goggles and suit*****, which indicate how to align the Racing System accurately on the body to achieve optimum fit for the best

performance. Intuitive **IQ FIT technology** maximises swimming comfort while minimising resistance and drag.

Speedo FASTSKIN³ Cap

The **Speedo FASTSKIN³ Cap** is the world's first to feature **IQ Fit Cap Profile**, designed using accurate 3D head mapping data. Made to fit head and face contours exactly, it delivers optimum comfort, outstanding hydrodynamic performance and ease of use. When combined with the **Speedo FASTSKIN³ Super Elite Goggles**, full body drag force is reduced by 5.7%****.

Swimmers with long hair can also benefit from the exclusive new **Speedo Hair Management System**, a bonded fabric cap with a non-slip edge that is structured to hold and shape longer hair to fill the gap at the curve of the neck so that it enhances the swimming form and improves hydrodynamics.

Speedo FASTSKIN³ Super Elite Goggles

Designed utilising accurate 3D global head scanning data, **Speedo FASTSKIN³ Super Elite Goggles** deliver unparalleled accuracy of fit, leak resistance and comfort and redefine goggle aesthetics and technology. With unique **IQ FIT** seal and strap and **Dive Stream** outer profile that improves the contours of the swimmer's head, localised force is reduced by up to 63.4%****, minimising the risk of goggle movement during a swim. The goggles also feature a **Hydroscopic Lens** that offers 180° peripheral vision.

Speedo FASTSKIN³ Super Elite Swimsuit

The **Speedo FASTSKIN³ Super Elite Swimsuit** incorporates an innovative **3D Zoned Compression** fabric system throughout, sculpting the swimmer's body to create the most efficient and hydrodynamic swimming shape in the water, reducing skin friction drag by up to 2.7%*****. The system incorporates revolutionary **Hydro K-Zone 3D fabric** which provides high power, graduated compression throughout, helping to achieve the optimum hydrodynamic profile. This is complemented by **Pulse-Flex Fabric** used on the shoulders and panels, offering high stretch in one direction to couple freedom of movement with powerful compression.

A '**Body Stability Web**' constant seam framework gives greater stability, improving stroke and enhancing the effectiveness of starts and turns by up to 3%** , while an **IQ FIT** 'snap

back' waistband on the male jammer, eliminates the need for drawstrings and ensures a flatter, more efficient profile.

For female suits, Speedo has developed a unique **Armhole Entry** system making it easier to put on while maintaining the best possible fit and maximum fabric coverage, optimising the suit's hydrodynamic properties.

Speedo FASTSKIN³ Racing System has been developed following extensive research and development by Speedo's own in-house Aqualab facility, working with elite level athletes and coaches, sports scientists, global hydrodynamics experts and optical engineers around the world. Innovative design techniques utilised include the use of the same 3D scanning technology used to generate realistic CGI in Hollywood films.

Speedo has also worked with noted sports psychologists from Loughborough University (UK) in the development of the confidence-inspiring design of the **Speedo FASTSKIN³** Racing System, with practical elements including a blue/grey tint on the lens of the goggle to evoke feelings of calm and focus.

"With **Speedo FASTSKIN³** Racing System I feel like an action hero, ready to take on the world," said double world record holder Ryan Lochte (USA), while Liesel Jones (AUS), said: "With the **Speedo FASTSKIN³** Racing System you feel like you've been propelled into the future."

David Robinson, Speedo President, said, "Speedo has always been the pioneer of new swimwear technology and innovation, and this reputation is underpinned by the development of the FASTSKIN³ Racing System, another world-first from Speedo that will help swimmers achieve their full performance potential."

"Speedo is passionate about inspiring people to swim, whether it's to race, for health and fitness or just to have fun. Speedo puts the swimmer at the centre of everything we do and we dedicate ourselves to creating the best products and experiences for every swimmer".

The **Speedo FASTSKIN³** collection features three levels of technology, each tailored to the needs of swimmers of differing abilities: SUPER ELITE for professional athletes; ELITE for advanced competitors; and PRO for intermediate swimmers.

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Note to Editors

* Speedo FASTSKIN³ Cap, Speedo FASTSKIN³ Super Elite Goggle and Speedo FASTSKIN³ Super Elite Suit when compared to a flat silicone cap, Speedo Aquasocket goggle and standard suit, on a male athlete

** Speedo FASTSKIN³ Cap, Speedo FASTSKIN³ Super Elite Goggle and Speedo FASTSKIN³ Super Elite Suit when compared to a flat silicone cap, Speedo Aquasocket goggle and standard suit.

***Fit Point Marker stickers are applied to the Speedo FASTSKIN³ suit in order to aid correct fitting prior to use. However, in line with FINA regulations regarding approved swimwear, the Fit Point Markers MUST be removed before participating in any competitive event.

**** When compared with flat silicone cap and Speedo Aquasocket goggle

***** When compared with Speedo Aquasocket goggle

***** Main body fabric compared with LZR Pulse fabric

ⁱ **Passive drag** affects the swimmer during the submerged, glide phase of any stroke. This is particularly important after the start and each turn. Passive drag is measured with the swimmer in the streamline position. It provides an understanding of changes in drag due to the shape of a swimmer in this position and the force of the water passing over the body's surface.

ⁱⁱ **Oxygen economy** relates to the swimmer's efficiency and their consumption of oxygen during swimming. This is measured with a swimmer working at different intensities relative to their maximum speed. It provides an understanding of any changes in how their body uses oxygen. The better the economy, the faster the swimmer can swim for a given effort or the longer they can maintain that effort.

ⁱⁱⁱ **Active Drag or surface drag** affects the swimmer at the surface during the active swimming phase of any stroke. This is a largest part of any swimming race. Active drag is measured with a swimmer working at race pace. It provides an understanding of any changes in drag due to the waves that they create, their constantly changing shape and the force of the water passing over the body's surface.

About Speedo®

The world's leading swimwear brand, Speedo® is passionate about life in and around the water, creating revolutionary new technologies, designs and innovations. Supporting swimming from grass-roots through to elite level, including the phenomenal Michael Phelps. In the 1920s Speedo® made history with the Racerback: the world's first non-wool suit. In 2008 Speedo® redefined swimwear again with Fastskin® LZR RACER® - the fastest and most technologically advanced swimsuit ever created. Speedo® is owned by Speedo Holdings B.V and distributed in over 170 countries around the world. SPEEDO, the ARROW device, FASTSKIN, AQUALAB and LZR RACER are registered trademarks of Speedo Holdings B.V. Racing System is a trademark of Speedo Holdings B.V. The LZR RACER suit has worldwide design rights and patents. The FASTSKIN³ cap, goggle and suit has worldwide design rights and patents pending.