



**LOOK FASTER, FEEL FASTER AND BE FASTER WITH
THE SPEEDO® FASTSKIN LZR RACER X**

March 5th 2015 : There is a significant psychological benefit for every athlete in feeling fast, as well as actually being fast. That's why Speedo, the world's leading swimwear brand, has launched the Fastskin LZR Racer X, which is engineered to help swimmers *feel* their fastest. Its development has been made possible through analyses of the physical and psychological aspects of competitive swimming with over 330 elite swimmers, including multiple world-record holder Ryan Lochte, and 20 swimming experts from 26 countries.



World-record holder Ryan Lochte

Speedo's global research and development team, Aqualab, tapped into their database of 1,200 swimmers, whose bodies have been 3D-scanned, to identify exactly where a swimsuit can offer support and compression of specific muscle groups along with a more precise fit. This process also identified where a swimsuit can enhance the body's muscle kinetic chain for maximum speed and performance in the water. At the same time, important insights were gathered into how athletes feel in the water and how this can empower them to swim faster. Over 10,000 hours were spent developing the Fastskin LZR Racer X and the result is Speedo's most intuitive and empowering collection of competitive swimwear yet.



The Fastskin LZR Racer X design combines four crucial performance components; compression, construction, sensitivity and support, which together create the psychologically important *feeling* of being fast, which can lead to an *actual* improvement in performance. This suit is a hybrid of increased core support and compression, which together gives athletes a better feel for the water.

In both male and female suits, the Fastskin LZR Racer X is constructed using two fabrics; LZR Racer CompreX and LZR Racer PulseLite. Unique to Speedo, LZR Racer CompreX has smart-stretch technology that provides compression one-way (horizontally) and stretch the other way (vertically) within the same fabric. It is Speedo's highest compression fabric and targeted where it's most needed, i.e. around big muscle groups such as the hips, glutes and quads, whilst also facilitating freedom of movement. LZR Racer PulseLite is a light yet durable Speedo fabric that offers even greater freedom of movement, allowing swimmers to feel totally in tune with the water. This unique dual fabric construction means the Fastskin LZR Racer X gives compression in the areas where it is needed and maximum range of movement across the rest of the suit.

The 'X' seams, which inspired the name of the Fastskin LZR Racer X, follow and enhance links in the muscles' kinetic chain as well as promoting an optimal swim position in the water. The ultrasonically welded seams are incredibly strong providing a powerful framework for the swimmer's shape and the striking design in iridescent blue ensures the swimmer stands out and feels great on the blocks too.

Christian Sprenger (AUS) said. "Feeling fast is a big deal. With the Fastskin LZR Racer X, it feels amazing on, and you can see and feel that it can cut through water."

Dr Costas Karageorghis, Reader in Sport Psychology in the Department of Life Sciences at Brunel University London, said, "Psychological research¹ provides compelling evidence that the emotional state and confidence that you exude prior to a competitive situation will have a direct and resounding influence on your performance. The Speedo Fastskin LZR Racer X contributes to feeling fast in the water. You are what you think so if you feel fast, you're likely to perform to superior levels."

Also unique to Speedo, the Fastskin LZR Racer X Ab-Activators are laser cut panels at the core to increase sensory awareness of the core abdominals, encouraging swimmers to activate them through enhanced sensation encouraging optimal position in the water.



"Feeling fast is the single biggest thing you must feel before you race. The Speedo Fastskin LZR Racer X suit makes me feel faster than I ever have been which means I can go into my races more confident than ever. I had never felt so compressed and in tune with the water until I wore the Speedo Fastskin LZR Racer X." said Elisabeth Biesel (USA).

Sean Hastings, Vice-President of Product and Marketing at Speedo International said;

"It is as important for an athlete to 'feel' they are in the right suit, as it is to be in the right suit. The Speedo Fastskin LZR Racer X goes beyond the function. It is designed to make swimmers feel their best, their most supported, their most comfortable and to feel their fastest. Ultimately it should empower them to perform at their best."

The Speedo Fastskin Racing System is the most comprehensive collection of competitive swimwear and equipment available. Speedo recognises that every swimmer is unique and the Speedo Fastskin LZR Elite 2 remains part of the range, allowing swimmers to build a racing system that makes them feel their most comfortable and fastest.

The full range of products available within the Speedo Fastskin Racing System has been fully approved by FINA (Fédération Internationale de Natation).

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¹Moritz, S. E., Feltz, D. L., & Fahrbach, K. R. (2000). The relation of self-efficacy measures to sport performance: A meta-analytic review. *Research Quarterly for Exercise and Sport*, 71, 280-294.

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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 and supporting swimming from grass-roots through to elite level. 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. 2011 saw Speedo unveil another world first with the Fastskin Racing System - a cap, goggle and suit designed to work together as one. Speedo is owned by Speedo Holdings B.V and distributed in over 170 countries around the world; to find out more visit: www.speedo.com. SPEEDO, the ARROW device, FASTSKIN, AQUALAB, RACING SYSTEM, BIOFUSE, SPEEDO ENDURANCE, SCULPTURE and LZR RACER are registered trademarks of Speedo Holdings B.V. The LZR RACER suit has worldwide design rights and patents. The FASTSKIN³ cap, goggle and suit have worldwide design rights and patents pending.