

CORE77 // PUMA BIODRIVE AWARD ENTRY

INTRO

In a declining industry that appears to have lost the attention of the younger generation, the game of golf was hungry for a disruptive product that would cater to the modern athlete.

Gone are the days of a slow and methodical love for the sport, therefore, a versatile product needed to be developed that would perform with excellence on the outdoor golf course but that could also seamlessly transition into the indoor gym, aiding and elevating the strength and conditioning regimen that has become such a mandatory part of today's competitive golf game.

THE PRODUCT

Although the overall look of the BioDrive is an intentional departure from the standard leather loafers, the tradition of traction was one that could not be ignored.

It was this requisite functionality that led us to design quite literally from the ground up.

The initial design focused on three key performance zones; the heel, the midfoot and the forefoot — and the associated elements of importance to a golfer; comfort, fit, flexibility and balance.

The outsole therefore contains 10 decoupled octagon pods that provide 130 total points of traction.

The wider points on the perimeter of the octagons provide enhanced traction on smoother, indoor surfaces, while the finer points in the center still provide the necessary grip needed to excel in the outdoor terrain.

The octagon pods in the forefoot provide heightened flexibility and increased ground contact and traction, while the mid-foot axis point allows for supportive torsional movement with a balanced feel.

The four additional connected octagon pods in the heel provide a solid and sturdy platform for unwavering stability.

The high abrasion-resistant carbon rubber in the outsole provides additional grip and long-lasting resilience, while a TPU perimeter wrap is bonded 360 degrees around the shoe for improved protection and added durability.

All of this, atop a new compression EVA foam that is 15% lighter than traditional midsole foam, provides a super comfortable fit and a hyper responsive ride.

Moving up from the outsole, the sporty upper is a waterproof performance ripstop mesh.

Engineered to be anti-wicking and boasting a waterproof performance guarantee of two years, this high-grade material upper allows the shoe to be lightweight, durable and breathable, while still allowing the user to remain ultimately protected from the harsh outdoor elements.

CONCLUSION

A first-of-its-kind golf shoe that can be worn both on the golf course and in the gym, the PUMA BioDrive stands as a dual-function golf shoe for the dynamic, modern athlete — a versatile product that simply wasn't available before now.

From a biomechanics standpoint, the BioDrive provides the flexibility, stability and balance necessary for optimal performance on the golf course and a fashionable, yet functional, upper that was aptly engineered for the modern player and the next generation of golf.