

## UK GEAR'S BATTLE PLAN SET TO REVOLUTIONISE

### RUNNING MARKET

Warwickshire, England — UK Gear Limited are set to steal a march on their competitors with the launch of the new PT-1000 – an ultra durable road and trail running shoe that promises to redefine the athletic shoe market.

The first shoe *in the world* designed to last 1,000 running miles, the PT-1000 features UK Gear's classified Force Dynamic System technology which has taken over 8 years to develop with the Army Physical Training Corps (APTC). This, combined with an extensive durability test programme at SATRA laboratories, underpins the company's confidence in its 1,000 mile claim.

Comments Founder, and CEO David Hinde:

*“The PT-1000 is the result of our long term strategy to build the world's most durable and sustainable running shoe – without compromising on biomechanical performance or comfort. Our unique and long lasting relationship with the British Army has been our inspiration, and has allowed us to test our products to withstand some of the harshest conditions in the world, by some of the most demanding athletes in the country.*”

Comments APTC Senior Master at Arms (Head of the APTC):

*“Our instructors are responsible for the physical development of all our soldiers so are serious about their fitness and uncompromising on the standard of equipment they use. The PT-1000 was rigorously tested by 40 of our instructors who ran thousands of miles in prototypes. The PT-1000 has earned the right to bear the British Army's famous crossed swords insignia.”*

With an RRP of £95.00 the PT-1000 will be available online at [www.ukgear.com](http://www.ukgear.com), and nationwide in specialist retailers such as Sweatshop, Blacks and Next (Sport) from August 2010.

**UK Gear Limited**

The Priory, Priory Road, Wolston (nr. Rugby), Warwickshire CV8 3FX Great Britain  
t: +44 (0)2476 546100 | f: +44 (0)2476 546101 | e: [info@ukgear.com](mailto:info@ukgear.com) | w: <http://www.ukgear.com>

## ABOUT UK GEAR LIMITED

UK Gear Limited was founded in 1993 by David Hinde, and has its headquarters in Wolston Priory, Warwickshire, with a customer service and distribution operation in Southampton and international offices in the USA and Australia. The company is recognised as a leading manufacturer of high performance athletic footwear and has built a powerful reputation as a pioneer of increasing durability in advanced sporting products.

In the same way as car manufacturers develop their cutting edge technology with Grand Prix Teams, UK Gear have formed a unique relationship with the Army Physical Training Corps (APTC) to trial and test their products – and only when they have been approved by the APTC are they given approval. A 10% Royalty from each sale of UK Gear shoes is paid to the British Army.

UK Gear shoes have recently been approved by the US Army Running Shoe Program and are now standard issue performance footwear for both British and US Army recruits as well as the US Coast Guard.

2010 is the 150 year anniversary of the APTC. Formed in 1860, the Army Physical Training Corps is responsible for the fitness and physical education of every regiment in the British Army.

All PTI's will have joined a regular corps before attending a 9 week course for selection. If successful, PTI's will then undergo a further intensive 30 week training programme before qualifying.

## LINKS

<http://www.ukgear.com>

<http://www.army.mod.uk/aptc>



[Click here to download high-res product shot](#)

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