

Nike Vision debuts the ACG Vista Vert and Vista Peak as part of the ACG relaunch, bringing renewed focus to all-conditions performance. Built to take on the world's roughest terrain, the Nike ACG Vista Peak and ACG Vista Vert pair all-conditions durability with precision optics for athletes who push past the expected and chase the edge. The Vista Peak's lightweight semi-rim design keeps your sightline fully open so you can track roots, ridges, and shifting contours without missing a beat, while the Vista Vert's fully framed construction reinforces the lens for added security when the trail turns unpredictable. Together, they're engineered to give you confidence through rocks, roots, and sudden drops—ready for anything the mountain throws your way.

Nike ACG Vista Vert



Nike ACG Vista Peak



Link to Product Imagery: <https://marchon.box.com/s/u9uo1eqmlyks73cjfpcx0cktb5dkvzke>

Nike Reintroduces ACG: An Outdoor-Performance Brand for Athletes Who Thrive in the Wild

Nike is reintroducing All Conditions Gear, a dedicated outdoor-performance brand for all athletes who seek the challenge, adventure and connection of thriving in the wild.

Built on a [storied, four-decade legacy](#) of serving adventurous athletes around the world, ACG is being reintroduced with the same mission it's carried since inception: delivering inspiration, motivation and high-quality gear for athletes who push their limits in all conditions — on the trail, in the mountains and anywhere in between.

This reintroduction marks a renewed commitment to outdoor performance and enabling athletes' wildest dreams, driven by a bold vision and an even bolder attitude.

"This is a defining moment in ACG's history — a recommitment to all conditions and an invitation to athletes: unplug, get outside and explore," says Scott LeClair, VP/GM, ACG.

“ACG has the foundation to shape the future of outdoor performance while pushing into spaces that feel fresh and unexpected. It is going to be a fun ride.”

With a sharp focus on trail running, hiking and exploration, ACG will lead performance innovation for the outdoor athlete. This includes trail-tuned footwear such as the [flagship ACG Ultrafly](#) and [rugged ACG Zegama](#), as well as purpose-built apparel solutions like the [Radical AirFlow racing top](#) and [Lava Loft down jacket](#).

Nike Trail will also transition into ACG, allowing the brand to tap into [Nike’s unparalleled running history](#) to deliver innovations that [fuel the performance of outdoor athletes](#) of all abilities and intensities.

ACG’s focus on the outdoor athlete further extends to its [All Conditions Racing Department](#), a growing roster of elite trail runners dedicated to high-speed pursuits and chasing the call of the wild. Several new athletes are joining the Racing Department this season, bolstering an established group of 22 to continue helping ACG create the future of trail performance by testing prototypes, giving feedback and breaking things — all in service of the trail community.

New members of the Racing Department include:

- Hiroki Kai (Japan)
- Hyunji Kang (Korea)
- Minchul Ko (Korea)
- Jennifer Lichter (U.S.)
- Adam Merry (U.S.)
- Takako Takamura (Japan)

ACG is also moving the trail industry forward with support, access and opportunities for all athletes, including the next generation. This year, in addition to its sponsorship of the [Chongli 168 Ultra Trail](#), ACG has added [Broken Arrow Skyrace](#) and [Gorge Waterfalls](#) as partners, demonstrating a continued commitment to independent trail running events.

What’s more, ACG is opening its first dedicated, standalone store this month in Beijing’s Taikoo Li Sanlitun shopping center. More than a retail destination, the ACG Base Camp is a physical manifesto of ACG’s spirit, reimagining gear for a new generation and returning to the brand’s roots of exploration. Additional activations at Nike stores around the world will bring the wild inside through a distinct focus on serving outdoor athletes, no matter where they live or play.

A new brand voice and campaign will further bring ACG's identity, vision and passion to life, inspiring outdoor exploration and thrill while priming athletes everywhere for the adventure ahead. Learn more about ACG at AllConditionsGear.com, and follow the brand on Instagram [@ACG](https://www.instagram.com/ACG).