
Press Release

April 2011

Engineered Luxury Sportswear

Made in Germany: the Pilot

Stuttgart/Herzogenaurach. Exceptional functionality coupled with a striking design – since 2006, that has been the standard of the Porsche Design Sport Collection, a collaboration between adidas and the Porsche Design luxury brand. As part of its Fall/Winter 2011 collection, Porsche Design Sport is presenting the new generation of its made in Germany shoe: the Pilot.

The manufacturing of the Pilot takes place at the long-established adidas shoe production facility in Scheinfeld (Bavaria), where football shoes, such as the Copa Mundial and World Cup are produced. About a dozen employees are currently entrusted with manufacturing the Porsche Design Sport Driving shoe.

Inspired by open-road racing, the Pilot features a rounded heel and collar padding for comfort. A TPU midsole shell is engineered with shock-absorbing adiPRENE® for platform stability and a smoother ride, while low-profile rubber outsole inserts facilitate fluid pedal work. Supple and lightweight, the Pilot's elegant silhouette is crafted from premium Italian full-grain aniline leather.

One hundred pairs of Porsche Design Sport's most innovative Driving shoe to date are currently produced each day, employing components, uppers and soles supplied from Asia. This requires about 30 production steps, of which the following are crucial: attaching the insole, lining up the toe, pre-spreading the lasting margin (lower edge of the upper), clipping the side margin and heel, buffing and finely polishing the uppers, cementing the lasting margin and sole, applying and pressing the sole, finishing, and final inspection.

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The new Porsche Design Sport Collection will be available worldwide from July 2011 in Porsche Design stores, adidas Sport Performance Concept stores, shop-in-shops and high-quality department stores.

Porsche Design Sport is a collaboration between the adidas brand and the luxury brand Porsche Design. Launched in 2006, the Porsche Design Sport collection fuses engineering excellence with an inherent commitment to refined style. The range of luxury sportswear utilises the industry's most advanced technologies in concert with luxurious, exclusive materials, performance-enhanced details and impeccable craftsmanship. Stylish yet understated, casual yet technical, Porsche Design Sport is defining a new era of engineered luxury sportswear.

Note: Please have a look at the Pilot video at www.adidas.com/porschedesign for further information and inspiration.

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