



Best equipped British Winter Olympic Team ever

- adidas unveils Team GB Vancouver kit with 3D spectacular at Somerset House -

26 January 2010, London – adidas, official sportswear supplier to the British Olympic Association (BOA), today revealed the kit to be worn by Team GB at the 2010 Vancouver Olympic Winter Games. Over 17,000 units of kit will be supplied making this the best equipped British Winter Team ever.

The new kit was unveiled on central London's Somerset House ice rink by Team GB athletes from the sports of Bobsleigh, Skeleton and Short-Track Speed Skating including Winter Olympic hopefuls Nicola Minichiello (bobsleigh) and John Eley (short-track speed-skating).

To celebrate the Vancouver team announcement adidas appeared to turn Somerset House itself into ice using 3D projection technology never seen before in the UK.

adidas is entering its 26th year of partnership with the BOA and among the 17,000 pieces of kit supplied to this year's Olympic Team there will be high performance competition wear, presentation suits, and village wear plus crucial accessories such as Union Jack beanie hats.

For the first time the benefits of TECHFIT PowerWEB™ will be available to all the athletes in the Team. This cutting edge adidas technology is incorporated not just in high performance bodysuits but now features in base layer apparel. This enables athletes to regulate body temperature and still receive the benefits of compression technology. The unique TPU (Thermoplastic Polyurethane) Powerbands in TECHFIT PowerWEB™ focus muscle energy to help generate maximum explosive power, acceleration and endurance.

Away from TECHFIT the most cutting edge fabrics and designs have been created. Made-to-measure skeleton and luge suits have been wind tunnel tested to define the ultimate aerodynamic seam placement, resulting in vertical seams placed at the front of the skeleton outfit and luge outfit seams moved to the back. All horizontal seams have been removed.

The biathlon suit sees silicon dots added on the elbows to provide unrivalled grip while the athlete is shooting.

The innovations in kit design are also apparent in the footwear. Team GB will wear the first ever luge shoe that offers superior grip for both walking and braking. Meanwhile the whole team will be supplied Terrex Conrax outdoor boots which feature a unique winter grip sole with a low temperature sensitive compound that allows increased grip on icy surfaces when away from competition.

Nicola Minichiello, 2009 Bobsleigh World Champion, said: "Bobsleigh combines a unique blend of speed, strength, skill and sheer guts. We look at every area of our performance to see how we can improve our times on the ice and look at anything that will give us the extra edge, which is why our kit is so important".

Nick Craggs, Marketing Director, adidas Area North, commented: "adidas is delighted to enter our 26th year partnering the BOA. We continue to push barriers in kit design, helping athletes perform to their best. In particular the widespread incorporation of our renowned TECHFIT compression technology, especially into the all important base-layer apparel, will help power Team GB in Vancouver".

Chef de Mission for Team GB at the 2010 Vancouver Olympic Winter Games, Andy Hunt added: "The breakthrough technology that adidas continue to develop ensures that Team GB is best equipped for the 2010 Vancouver Olympic Winter Games. It is this attention to detail which we hope will give our athletes a competitive advantage".

adidas has also created Union Jack-inspired beanie hats and gillets for fans and supporters of Team GB to buy. Also for the first time in ten years fans can purchase an official item of Team GB branded apparel – the Team GB Coach Jacket.

Available in stores now. adidas Customer Care: 0870 240 4204 or customercare@adidas.com

www.adidas.com

Ends

Editors Notes

KEY adidas PRODUCT INFORMATION

adidas TECHFIT PowerWEB™

The outstanding apparel technology at the 2010 Vancouver Winter Olympic Games. TECHFIT PowerWEB™ is at the cutting edge of athletic design featuring compression fabric and TPU (Thermoplastic Polyurethane) Powerbands. TECHFIT PowerWEB™ is designed to focus the athlete's muscles' energy to generate maximum explosive power, acceleration and endurance. Tested by the University of Calgary in Canada, TECHFIT PowerWEB™ is proven to increase an athlete's power by 5.3%, sprint speed by 1.1% and enhanced endurance by 0.8. TECHFIT PowerWEB™ can feature both in the main body suits (in sports (such as Bobsleigh, Biathlon & Cross Country Skiing) or in various base layering apparel garments used by all the athletes.

BIATHLON

The Biathlon apparel is a fully bonded one-piece suit for the ultimate comfort no matter how short or long the competition distance. Silicon dots have been added to the suit elbows to provide unrivalled grip while the athlete is shooting from the prone position.

CROSS COUNTRY SKIING

The Cross Country skiing apparel for the 2010 Vancouver Winter Olympic Games is 25% lighter than its Torino predecessor and features hydrophilic finish for quick drying and enhanced temperature management. For the first time in winter sports

apparel, adidas has created adjustable sleeve lengths to ensure the most personable fit for athletes. While the elastic bonding in the collar and zipper avoids any skin irritation during competition.

SKELETON and LUGE APPAREL

adidas make made-to-measure skeleton and luge suits that have been wind tunnel tested to define the most aerodynamically seam placement. Skeleton suit seams are therefore placed at the front of the outfit with luge seams moved to the back and all horizontal seams have been removed.

LUGE SHOE

The first ever luge shoe to offer easy walking has been invented by adidas for the 2010 Vancouver Winter Olympic Games. Featuring a remodeled two-piece outsole this adiStar Luge shoe provides superior grip for both walking and braking reducing injury risk on entering and leaving the track. A TPU-foam package provides unrivalled lateral side protection against rough ice surfaces while the neoprene upper in a sock-like construction ensures a flexible snug fit and comfort. Developed in conjunction with the International Luge Federation, the aerodynamics of this shoe are second to none with every luge athlete taking part in the Games likely to wear the adiStar Luge for its amazing slipstream results.

TERREX BOOT

The Terrex Conrax outdoor boot ensures athletes' feet are kept safe, warm and dry when they are not competing. Featuring a winter grip sole with a temperature sensitive compound and PRIMALOFT® bootie lining the Terrex Conrax is extremely durable water resistant boot built to withstand the unpredictable Winter Olympic weather conditions.

ADISTAR COVERBOOT

Designed to protect and warm Olympians at the 2010 Vancouver Games, these near knee-high boot covers slip on conveniently over shoes providing additional grip in the snow and protection from the elements. A sustainable coverboot made from eco-friendly materials and pattern cut to minimize material waste.

ICONIC VEST

A reversible gender specific jacket showing a bright "proud to wear" national flag on one side and a subtle design on the other one. The male vest can be worn in a variety of different ways depending on the zip-in variation of the front part. The female version has an oversized hood forming a voluminous collar at the same time. The super functional and lightweight "Primaloft" material is the inner padding assuring a dry and warm feeling throughout the whole day.

ICONIC BEANIE

A reversible knit beanie which sports on one side a bold Union Jack flag and on the other a more subtle design

COACH JACKET

This padded jacket showcases the athletes / coaches national identity whilst keeping them dry and warm in the harshest weather conditions thanks to a Gore-Tex membrane and full body PrimaLoft isolation. Addition storage space has been included to fulfill the needs of the coaches.

PRESENTATION WEAR

This is the right product to showcase national identity in case a medal ceremony is celebrated indoors or athletes are working out indoors (e.g. in the gym). Thanks to its ClimaProof Shell fabric the jacket is lightweight, breathable and water resistant ensuring the wearers comfort will also not be affected by a short outdoor stay.