



Media Release, February 2012

Train to Win - adidas men's training SS12 collection

Herzogenaurach/Germany, February 2012 – World class athletes, don't train purely for training's sake -they train because it helps them get better at their sport. They play football, basketball and tennis and tailor their training to make them better at what they love doing. And because they play to win, they train to win. For the upcoming season, adidas Men's Training brings together top athletes including Leo Messi, David Beckham, David Villa, Derrick Rose, Dwight Howard, Kaka, Nani, and Andy Murray to showcase the latest in training-specific footwear and apparel from adidas.

The highlight campaign in adidas' Men's Training Spring/Summer 2012 focuses on boxing inspired training. The boxing inspired training concept tells the story of two people, athlete and trainer, coming together to push each other to new limits. The story follows Spanish Football superstar David Villa who teamed up with French boxer Alexis Vastine to create a boxing inspired training work-out to make him even faster on the pitch. Supported by the adizero range of lightweight footwear and apparel, Villa's boxing training program promotes speed, agility and responsiveness, and is available for download via the adidas **miCoach** website.

adidas equipped Villa with the **adizero** range of apparel and footwear. The adizero F50 trainer he wears is the lightest (250g) training shoe in the adidas locker. The shoes have a breathable, lightweight sprint-web construction for ultra-comfortable support and help athletes feel lighter



and more nimble. Like Villa's adidas training tee shirt, all adizero products are designed to be as light as possible, and feel as if they're a natural part of an athlete's body in motion.

Villa's training partner, Alexis Vastine wears the Response Trainer II – a multipurpose, multi-surface training shoe. Featuring a comfortable full grain leather upper, forefoot stability, EVA cushioning and a versatile outsole for varied training routines, the Response has additional lateral support to help athletes reach the next level. To keep him comfortable during his workouts, Vastine trains wearing the fast-drying **adidas Combat** apparel range.

adidas' new **techfit™** range amplifies and channels the energy already present in athletes to bring even more explosive power and speed to their moves. The compression technology increases blood flow, giving athletes more power and more energy during training and reducing the risk of injury at the same time. Athletes benefit from the performance-enhancing technology both before and during competition with the new techfit™ preparation and techfit™ powerweb which actively supports muscles, boosting power output and energy efficiency.

For Spring / Summer 2012 adidas unveils the new **adipure** Trainer - the first natural-style training shoe designed specifically for the gym. Promoting pure and natural movement by harnessing the body's natural mechanics, the adipure Trainer activates and strengthens muscles, builds balance and promotes dexterity. Featuring an independent toe separation design and a quarter-inch minimalistic profile, the adipure Trainer allows an athlete's foot to be close to the ground for optimal speed, balance and agility during a workout.



This season's **Clima 365** range has been developed to showcase the technology and the benefits of ventilation in training by combining a vibrant design with ClimaCool technologies to make a fully functional training offering. The collection utilises ClimaCool mesh fabrics that keeps athletes cooler and drier for longer, no matter how hard they train. Used in key areas highlighted by adidas' body mapping research, the Clima 365 collection ensures an athlete's heat zones are ventilated; perspiration is transported away from the skin while other areas of the body retain the warmth needed to keep an athlete at peak performance temperature.

adiScape occupies the space between pure performance and lifestyle, and is the kind of apparel athletes wear on the way to and from the gym. To launch the adiScape full-zip hoody, adidas enlists the help of Chicago Bull Derrick Rose (2011 NBA MVP) who showcased the hoody on the basketball court in South Chicago where he played as a child. The new adiScape Hoody gives athletes the freedom to move, look good and feel comfortable on and off the court.

Featuring David Beckham, the adidas **Essentials** collection continues to offer stylish, sporty and functional apparel for an athlete's pre and post exercises on their journey to and from training. adidas continues the evolution of its underwear range which focus on functionality and maximum comfort. Developed and tested in collaboration with professional athletes, adidas underwear garments utilise performance technologies and the unique essentials cut to make the collection suitable for the everyday athlete.

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