

The past doesn't matter. Everything starts all over again

Launch of Spain's away kit for the 2012 European Championships in Poland and the Ukraine

Madrid, 28 February 2012 – adidas and the Royal Spanish Football Federation (RFEF) present Spain's UEFA EURO 2012™ away jersey. An away jersey that has a great deal of significance in the history of the Spanish team. We wore it when we won the semifinal of EURO 2008™. We wore it when we won the final of the World Cup 2010™. Could it be a lucky jersey?

adidas believes that only by showing humility, effort and willpower can we become champions again. And we share that same philosophy with the RFEF. For this reason, the message of the new campaign for the Spanish national team is "*The past doesn't matter. Everything starts all over again*". The best motivation is to forget that we are European and World Champions, and to forget that we are the team to beat. Everything starts from zero. A new jersey, a new challenge.

DESIGN

The RFEF's new *away* kit has a totally new design. Using a combination of colours which has never been seen before, inspired by the away kit worn in the 60's yet brought up to date in a much more striking tone.

The main element of the design is the band across the front, which adds dynamism while both framing and highlighting the shield. The collar is another of the key elements of the kit. Rounded, with a classical appearance, but with a two-piece construction which has never been used before.

This jersey continues to pay homage to the European champions by including an inscription printed on the inside of the collar which reads: "CAMPEONES DE EUROPA 1964 / 2008".

TECHNOLOGY adidas Climacool™



Information

The jersey has been produced using Climacool™ technology. This technology, which is exclusive to adidas, helps players to regulate their body temperature and aids perspiration thanks to its use of technical fabrics and visible mesh inserts.

The jersey also incorporates a new *hologram* which guarantees the authenticity of all the official clothing of the Spanish national team created by adidas.

From today, all fans will be able to purchase the replica jersey from adidas shops or major sporting retailers, for an RRP of 80 €.

If you have any questions, please contact the Public Relations team at adidas Spain:

Luis Cano - luis.cano@adidas.com

Delia López - delia.lopez@adidas.com

Marta Tejel - marta.tejel@adidas.com

Sara Marcón – sara.marcon@adidas.com

relaciones.publicas@adidas.com

Or visit the website: <http://news.adidas.com/>