

adidas Olympic Games Heritage



1920 Herzogenaurach

Adi Dassler

Adi Dassler made his first 'handmade' training shoe in his parents' 20-square metre washroom.



1928 Amsterdam

Lina Radke

Eight years on and adi's shoes made their debut at the Amsterdam Olympic Games with immediate success as Karoline Radke-Batschauer "Lina Radke" won Gold in the first ever Women's 800m competition in World Record time.



1932 Los Angeles

Arthur Jonath

As the Great Depression gripped the world, Hollywood welcomed the Olympic Games and Adi Dassler crafted a new track spike, featuring stitched "stripes" and reinforced eye-stays. Two athletes won medals in Adi's shoes: Germany's Arthur Jonath and American Wilhelmina von Bremen both clinched gold in their respective 100m finals.



1936 Berlin

Jesse Owens

As politics and sport collided in Berlin, Adi Dassler remained focused on making the best footwear products for athletes including James Cleveland "Jesse" Owens. The young American was the most successful athlete in Berlin, winning four gold medals in front of Adolf Hitler in shoes that boasted specially positioned spikes and low-cut upper.





1948 London

Emil Zátopek

Post World War II the Olympic Games were seen as a way of reuniting the world through athletic competition and the spirit of true sportsmanship. In a glimpse of things to come, Emil Zátopek, the young “Czech Locomotive”, ran to Gold in the 10,000m and Silver in the 5,000m wearing Dassler’s lightweight shoes. In the same year, “adidas” was registered as the brand with the three stripes.



1952 Helsinki

Bob Mathias

In one of the greatest performances of all time, Emil Zátopek pulled off an incredible triple at the Helsinki Olympic Games winning Gold in the 5,000m, 10,000m, and the marathon over the course of seven days. American pastor Bob Mathias wore Adi Dassler custom spikes for the hurdles and pole vault on his way to retaining Gold in the decathlon.



1956 Melbourne

Ferreira Da Silva

At the first ever Olympic Games in the Southern Hemisphere, Adi Dassler introduced his revolutionary shoes featuring exchangeable spikes worn by discus legend Al Oerter. An improved forefoot spike plate to alleviate pressure was also designed for the triple jump where Adhemar Ferreira da Silva of Brazil triumphed. In total, adidas products were worn by 33 world record setters.





1960 Rome Cassius Clay



The Italian capital provided a stunning backdrop for a brash eighteen-year-old from Kentucky to make his debut on the world boxing stage. Wearing adidas boots, Cassius Marcellus Clay, who would later become Muhammad Ali, took Gold in the boxing light-heavyweight division. 75 percent of all track and field athletes wore adidas footwear at the Rome games, including Wilma Rudolph who won three gold medals wearing the thinnest and lightest spike made from k-leather and with a nylon spike plate.



1964 Tokyo Billy Mills



Japan welcomed the Games to Asia in 1964 for the first time in history and the East embraced adidas with 80 percent of athletes competing in the three stripes, including 99 medalists.

Many used the lightest track shoe ever made with the "Tokio 64" weighing just 135 grams per shoe including an unlikely 10,000m champion Billy Mills of the United States.



1968 Mexico City Dick Fosbury

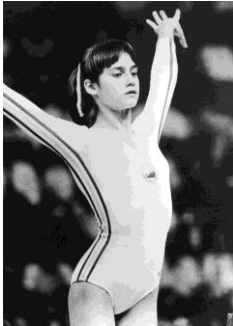


Adi Dassler's commitment to making the best shoe possible for his athletes was embraced by Richard "Dick" Fosbury who worked closely with adidas on modifications to his high jump shoe. In Mexico City Fosbury leapt his way to the high jump Gold Medal in a fashion never seen before. Dubbed the "Fosbury Flop", his technique of turning his back to the bar and going over shoulders first revolutionized the sport. It soon made the old straddle technique a thing of the past. The other historical leap in Mexico was taken by Bob Beamon who broke the Long Jump World Record by 55cm with an incredible jump of 8.90m.



1972 Munich Heide Rosendahl

The adidas trefoil logo was launched especially for the Munich Olympic Games as they returned to Europe. A host nation and Adi Dassler favourite, Heide Rosendahl proved her versatility by winning the Women's long jump Gold Medal, the Silver in the pentathlon, and another Gold with the 4x100m Relay. She was a regular tester of adidas products, helping with numerous innovations such as the "suction cup" outsole pattern and the wrapped edges of sprint spikes.



1976 Montreal Nadia Comaneci

On the track, Cuba's Alberto Juantorena completed a rare golden double in Montreal by winning the Men's 800m in World Record time, and the 400m. His adidas spikes featured the "adistar 2000" variable spike system, allowing him to customize his spikes to the surface and his preference. Off the track, a fifteen-year-old Romanian gymnast, Nadia Comaneci, dazzled audiences and captivated hearts with her perfect 10 on the asymmetric bars.



1980 Moscow Miruts Yifter

adidas was once again a key player at the Olympic Games in Russia with over 80 percent of the athletes wearing adidas. Great Britain's Daley Thompson won his first of two decathlon Olympic gold medals at the Moscow 1980 Olympic Games. Ethiopian Miruts Yifter equaled Zátopek and Viren's feats with a 5,000 and 10,000m double thanks to a stunning late kick approaching the finish line.



1984 Los Angeles

Edwin Moses

After boycotting the 1980 Olympic Games, Americans took centre stage in Los Angeles where Edwin Moses continued his unbeaten streak in the 400m hurdles. Defending his Gold medal from Montreal, Moses recorded his 105th straight win to enter the record books as the best 400m hurdler of all time. Moses' medal was just one of 259 won by athletes wearing Adi Dassler's three stripes.



1988 Seoul

Steffi Graf

The tennis court took centre stage in Seoul as German's greatest ever female player, STEFFI GRAF, entered the tournament holding all four tennis majors. her mission: to turn her Grand Slam into a "Golden Slam" that's exactly what she did, beating Gabriela Sabatini in the final.



1992 Barcelona

Javier Sotomayor

Javier Sotomayor had dominated the men's high jump for years and finally got his chance to shine in Barcelona, one of the most energetically celebrated Olympic Games. On the track the adidas Equipment sprint shoe took off with a new accelerator spike plate and a Velcro tongue closure to decrease weight and improve performance.



1996 Atlanta

Haile Gebrselassie

For the Centennial Olympic Games Atlanta witnessed some historic performances, one of which was the 10,000m battle between Haile Gebrselassie of Ethiopia and Kenyan Paul Tergat. Gebrselassie's time over the second 5,000m of this race would have won eighteen of the previous nineteen Olympic 5,000m finals, yet he only just eclipsed Tergat by less than a second.





2000 Sydney Ian Thorpe

Sport-mad Sydney greeted 200 nations with true Australian hospitality. Home swimmer Ian Thorpe made waves in the pool in adidas' Full Body Swimsuit. In the space of one hour the "Thorpedo" won two Gold Medals and set two World Records. adidas' continuing innovation was also visible on the field where Denise Lewis of Great Britain took Gold in the heptathlon wearing a one-armed javelin suit.



2004 Athens Brigit Fischer

The Olympic Games returned to its birthplace in 2004 when Athens welcomed over 10,000 athletes, 5,000 of whom competed in adidas. Keeping true to the ancient games the shot put took place at the site of Olympia while the Marathon followed the same route as the 1896 race, beginning in marathon and ending at the Pan-Athenian Stadium. German kayaker Brigit Fischer wins gold in the k-4 500m, becoming the first woman in any sport to win Gold Medals at 6 different Olympic Games.



2008 Beijing Chris Hoy

As Official Sportswear Partner of the 2008 Games, adidas supplied more than 3 million products to federations, volunteers and officials at the 2008 Beijing games. Chris Hoy became the first British Olympian for over 100 years to claim three gold medals at a single games, winning the men's Keirin, men's team sprint and beating fellow Brit Jason Kenny to clinch a third gold medal in the men's individual sprint



2012 London

adidas' Tier One sponsorship agreement with the London 2012 Olympic and Paralympic Games is the biggest single investment the company has ever made in a UK sporting event. What's more, adidas has been working hard to ensure that London 2012 is its most sustainable Olympic and Paralympic games ever. It also makes history by appointing Stella McCartney as Creative Director for its Team GB and ParalympicsGB ranges – the first time a top fashion designer has worked with a leading sports brand to design competition wear for an Olympic and Paralympic team in a summer games...

