

ADIDAS 2012 OLYMPIC GAMES FOOTWEAR

Staying true to its founder Adi Dassler's belief that "lighter equals faster", adidas is providing 41 shoes for the London 2012 Olympic and Paralympic Games as part of its lightest ever range.

On average 25% lighter than those provided for Beijing 2008, all adidas shoes in this range will be a striking bright red colour¹ to reflect the passion of the Olympic Games.



adizero Prime SP

The adizero Prime SP is the lightest ever sprint spike, weighing just 99 grams, 62% lighter than the adizero Demolisher worn at the Beijing 2008 Olympics.

It was developed with American sprinter Tyson Gay and British heptathlete Jessica Ennis and features a 1.3mm carbon plate (50% thinner than its nearest rival). For lightweight stability, its sprintweb upper is almost entirely seamless, keeping the athletes focus on the race. As well as being lightweight, the adizero Prime SP is strong and supportive for powerful sprinters.



adizero Prime Accelerator

The adizero Prime Accelerator is created for the world's most powerful sprinters, designed to reduce braking forces and increase acceleration. The sprintweb upper provides the same support and 30% less weight than the synthetic equivalent for Beijing 2008.



adizero Prime Finesse

The adizero Prime Finesse sprint spike is considerably lighter than the previous adizero Powersprint, weighing in at 130g compared to the original 180g. The sprintweb upper provides the same support as the previous shoe with 30% less weight. The adizero Prime Finesse is similar to the adizero Accelerator but with increased flexibility, ideal for bend running.

¹ Other than gymnastics and trampolining



adizero Avanti 2

The adizero Avanti 2 is the lightest and highest-performing distance spike adidas has ever made. By removing the sockliner allowance, lowering the midsole by 3mm, and incorporating a 20% smaller pin, the foot is closer to the track by 7mm, reducing the contact time between the foot and the track. The big brother to the adizero Cadence 2, the adizero Avanti 2 has the addition of water drainage holes in the sole for steeplechasers.



adizero Cadence 2

The adizero Cadence 2 distance spike can be used on the track, or cross country and has a stitched heel cap for additional support during long-distance races. Its properties are designed to maximise cushioning and durability and make it a highly versatile track shoe. A 20% smaller pin receptacle gets the foot closer to the track and increases power transfer, while a compression pin as standard improves energy return and increases acceleration. Meanwhile, a full sharkskin outsole provides additional grip on the track or road surface.



adizero MD 2

The adizero MD 2 helped David Rudisha break the 800m world record twice. Made primarily for 800m and 1500m runners, the sprintweb upper provides the same support as its synthetic predecessor with 30% less weight, while a special pebax™ nylon plate offers incredible energy return and track feel.



adizero Adios 2

The three fastest men's marathon victories of all time have been run wearing a version of the adizero Adios, even helping Kenyan marathon runner Patrick Makau break the Berlin Marathon record by 21 seconds. This latest version, which will be worn by Haile Gabreselassi this summer, has improved energy return than the original adizero Adios and incorporates enhanced midfoot stability, cushioning and an adaptive heel moulding to improve the fit for the duration of the race. Furthermore, continental rubber gives a better grip in wet conditions than competitor products provide in dry conditions, with zero slip and zero energy loss.

adizero Feather 2



At just 190g, the adizero Feather 2 is the lightest every day running shoe ever created. The combination of support, grip and weight make it perfect for everyday use. Updates include an extended sprintframe from toe to heel which is now micoach compatible and a full sprintweb upper for lightweight support. The shoe also has intelligent rubber zoning to give unbeatable grip and weight reduction.

adizero HJ Stability (High Jump)



The adizero HJ Stability, developed alongside high jumper *Blanka Vlašić (Croatia)*, is for athletes who prefer a more stable shoe to guide their foot through take-off. It weighs 60g less than its predecessor and, like the HJ Flow, has a super-soft suede collar to reduce ankle irritation and a full sharkskin outsole for outstanding grip.

adizero HJ Flow (High Jump)



The adizero HJ Flow increases lift and acceleration in the run-up. Like the HJ Stability, the shoe has a super-soft suede collar to minimise ankle irritation and a full sharkskin outsole for unbeatable grip on the track. The HJ Flow is designed for athletes who prefer a natural feel in their run up and like their feet and ankles to be able to flex on take-off.

adizero LJ 2 (Long Jump)



The adizero LJ 2 is designed to give athletes greater speed in the run up to the sand. Comfort and improved breathability are achieved through incorporating mesh in the rearfoot, while maximum propulsion is ensured by an ultra-high rebound adiPRENE + construction. The adizero LJ comes with a compression pin as standard for improved energy return and increased acceleration.

adizero Shot Put 2



The adizero Shot Put 2 features an added lateral crashpad to protect toes against the board. The Shot Put 2 is made from improved rubber for better durability, has high-polished areas for increased spin speed and a Velcro strap to help hold the foot firmly in place in the circle.



adizero TJ 2 (Triple Jump)

The adizero TJ 2 has been developed with world leading triple jumpers Phillips Idowu (Great Britain) and Olga Rypakova (Kazakhstan), and enables athletes to inject the momentum of a sprinter into their hop-skip-and jump. It has a super-soft suede collar for minimal irritation in the ankle area and a full sharkskin outsole for enhanced grip. The ultra-high rebound adiPRENE + construction helps the jumper achieve maximum propulsion.



adizero Discus/Hammer 2

The adizero Discus/Hammer 2 has a high-polished area in the forefoot for seamless rotations allowing for an increase in speed and control. It is lower to the ground by 1mm to decrease weight and improve technique, and the upper is secured by laces and a Velcro strap.



adizero Javelin 2

The adizero Javelin 2 has a sprintweb upper that provides the same support as its predecessor with 30% less weight. The soft collar reduces pressure on the ankle and Achilles, and a higher-fitting ankle offers added support. The shoe is kept secure on the foot thanks to its laces and Velcro strap.



Feather Elite (Badminton)

The Feather Elite badminton shoe is light and fast, and has been designed for quick movement around the court. Air mesh provides breathability for maximum ventilation and a round heel enables athletes to move faster and change direction rapidly. The shoe also has a moulded sockliner which is specially shaped for comfort, as well as sport-specific support and stability.



adizero Pro Model o 2 (Basketball)

Building on the successful original Pro Model, the adizero Pro Model o 2 offers athletes greater comfort, increased breathability and enhanced ankle support. This shoe also comes with TPU stripes (as used in PowerWEB™ apparel) to create a stronger shoe, has a non-marking full herringbone outsole for increased traction between the shoe and the basketball court as well as coming miCoach ready.



adipower Boxing

The adipower boxing shoe has been developed to give the athlete more power, achieved by a sturdy support spine that runs from heel to calves. Moreover, support and breathability are also key features. An integrated 3D moulded foam structure provides complete foot support while a lightweight mesh upper gives maximum breathability and ventilation. A heel support and non-slip boxing-specific outsole ensures a solid boxing stance, while forefoot cushioning keeps the shoe comfortable.



adipower Fencing

Great footwork is vital in many sports and that is particularly true in fencing. The adipower fencing boot is contoured to the foot for efficient movement on the piste, complimented by ankle protection and reinforced sides for stable lunging.



adipure Trampoline

The adiPURE trampoline shoe is the most natural trampoline shoe on the market. Weighing just 37g (size 39), it is designed to fit like a sock, with a rubber outsole for added protection and support.



adipure Artistic (Gymnastics)

The adipure artistic shoe, weighing just 49g (size 42), features a microfiber upper material for an incredibly close fit, providing support, hold, and protection.



adipower Stabil 10 (Handball)

The adipower Stabil 10 has been designed and developed with the world's leading players and is built for hardcore play with its powerful grip and light weight. It's supportive and flexible upper provides stability and protection. The 3-point impact construction of the outsole supports the athlete to channel forces from the landing phase over the transition to the role off. This enables the athlete to put his/her entire power into each action. A new non-marking rubber compound gives improved grip on all indoor surfaces. The adipower stabil 10 is engineered and built to unleash athletes' ultimate power with every move.



adizero Prime (Handball)

The adizero Prime is designed to give handball athletes greater speed. This lightweight handball shoe features a sprintweb TPU upper construction for quick strike-off, acrobatic jumps and speedy turns. An external heel counter offers rearfoot stabilization and motion guidance while a new non-marking rubber compound on the sole provides excellent grip on all indoor surfaces. Finally an anatomically shaped EVA inner skin provides the ultimate comfort for the athlete.



adipower Hockey

This adipower Hockey shoe has been designed and developed with the world's leading players and sets a new standard for field hockey footwear. Supremely light, the shoe's mesh forefoot decreases weight and improves breathability, giving the wearer faster movement around the pitch. To enhance stability, the shoe incorporates raised areas on the heel and superior grip on the side of the sole. Further support is gained from the inclusion of a Torsion System which provides midfoot support.



adipower Rowing

The lightweight adipower rowing shoe construction aims to reduce overall weight on the rowing boat. A stronger stroke cycle means a faster race, so these shoes are designed to strap on tight. Their stiff, lightweight outsole leads to super-efficient power transfer to the footplate. They also include a ventilation mesh for breathability and a snug, glove-like fit to enhance the rower's feel of the boat.



Sailing (Hiking)

The highly specialised hiking shoe incorporates adipower technology. The sailing shoe features an extended toe grip designed to connect the sailor to the boat for direct energy transfer and ultimately, enables them to sail with great control.



adipower Sailing (Trapeze)

The trapeze shoe has a lightweight, quick-drying and thermal mesh upper while its thick rubber contoured side ensures sailors' feet properly connect to the boat's gunwhale. Like the hiking shoe, a rear lacing system prevents the laces catching on any of the boat's equipment.



adizero Table Tennis

Table Tennis is one of the fastest ball sports in the world so the footwear must reflect this and be as light as possible to ensure the athlete is fast on their feet. The adizero Table Tennis shoe is the lightest in class providing grip, cushioning and balance. It features a grippy rubber outsole, adiprene technology for a cushioned toe area and the inclusion of overlays for balance and stable side-to-side shuffling. To ensure the shoe is as light as possible, it has a sprintskin – a single-layer synthetic that acts like a second skin – while a single-layer mesh decreases weight and improves breathability in the fore and mid-foot area.



adipower Barricade (Tennis)

The adipower Barricade shoe offers the ultimate function and stability on the court.

Made with adipower technology and cushioning, the shoe allows the athlete to move and turn freely, while providing the support required for a long match. The shoe also features Barricade Claws which stabilise the foot during extreme lunges and direction changes.

Women



adizero Feather 2 (Tennis)

Lightest in class, fast and low to the ground, the adizero feather 2 and the adizero tempaia 2 bring superior multi-directional support to this high-speed game. A new Microfit last provides a more universal fit and both footwear come miCoach®-capable. To ensure stability during extreme cutting movements, the adizero feather 2 and the adizero tempaia 2 contain sprintweb in the forefoot and the sprintframe in the heel.



adizero Tempaia 2 (Tennis)

Lightest in class, fast and low to the ground, the adizero feather 2 and the adizero tempaia 2 bring superior multi-directional support to this high-speed game. A new Microfit last provides a more universal fit and both footwear come miCoach®-capable. To ensure stability during extreme cutting movements, the adizero feather

2 and the adizero tempaia 2 contain sprintweb in the forefoot and the sprintframe in the heel.



adipure Essence Men (Tennis)

With the adipure Essence athletes can expect incredible comfort on the hardest of courts. This shoe is designed to mimic the natural posture of the foot for flexible yet stable, low to the ground performance.



adipure Essence Women (Tennis)

With the adipure Essence athletes can expect incredible comfort on the hardest of courts. The women's adipure Essence comes with a specific-fit, designed to mimic the natural posture of the foot for flexible, stable, low to the ground performance.



Opticourt 2 (Volleyball)

The Opticourt 2 combines cushion and comfort at the highest level. This high-end volleyball shoe is designed to cushion every step, as well as to protect and guide motion and movement, to allow athletes to jump high and block hard. The shoe has a TPU grid for increased abrasion resistance, stabilisation and protection of the forefoot. The 3-point impact construction of the outsole supports the athlete to channel forces from the landing phase over the transition to the role off.



adipower Weightlifting

The adipower weightlifting shoe gives athletes a strong, stable foundation to help them get the barbell up and over. The flexible forefoot helps with quick foot placement during the clean and jerk lift, while the secure heel fit increases power transfer through the feet and legs. Power is maintained through a wide, stable and compression-resistant heel.



adizero Wrestling

The breathable wrestling boot is engineered to give the wearer maximum speed and agility in the ring. Its adizero feather-light and flexible design allows swift movement, while its split rubber forefoot allows flexible and quick movements on



the mat. It is well-ventilated through its lateral side mesh, and provides stability and protection through a secure heel fit.



Super Nova Glide 4 (Team GB Podium Shoe)

This footwear designed for Team GB, builds on the successful glide franchise, whilst offering adidas' formotion technology and features that make it lighter, faster and more dynamic. Featuring a new zonemotion outsole, the athlete will enjoy the benefits of improved transition, grip and durability, whilst a new GeoFit collar reduces irritation and improves heel fit. This shoe will also be used for athletes competing in archery and shooting.

About adidas

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the leading sports brand in the world. Brand adidas is part of the adidas Group, a corporation that includes brands such as Reebok, TaylorMade and Rockport.

About the adidas Group

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around the core brands adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group has more than 46,000 employees and generated sales of € 13.3 billion in 2011.