

FASTER: ADIZERO



adidas founder Adi Dassler's belief that "light equals fast" is encapsulated in the concept of adizero, and features throughout the majority of adidas' range of footwear for London 2012.

adizero was developed in adidas Japan, incorporating traditional hand-crafted techniques and acute attention to detail into making the lightest possible running shoes. This has laid the foundation for every adizero product created since, applied to other sports such as football, tennis and basketball. The results included the iconic F50 adizero football boot and the original Crazy Light basketball shoe, worn by Derrick Rose. Most recently this has been incorporated into the adizero Prime SP, the lightest sprint spike ever.

The adizero philosophy has since been incorporated throughout the majority of the adidas London 2012 footwear range, which as a result of these innovations, is on average 25% lighter than the equivalent range for Beijing 2008. These are part of adidas' wider London 2012 footwear range which will be a striking bright red colour¹ to reflect the passion adidas has for creating the best sporting equipment and the passion athletes have for being the best in the world.

It was decided that for shoes to be called adizero, they had to be lightest-in-class and share certain lightweight construction techniques such as sprintweb, sprintskin and recently sprintframe.

¹ Except gymnastics and trampolining



Udo Mueller, Head of Technical Marketing Innovation at adidas said: "In the Olympic Games, every tenth of a second and every gram counts. We have calculated that for every 100g of weight saved, the athlete's performance can be improved up to 1%, often meaning the difference between gold and silver."

Rather than modifying an existing shoe, adidas built this sprint spike from zero grams upwards, after evaluating every component from the plate to stitching. This also allowed them to experiment with the most innovative materials, methods and technologies. The resulting sprint spike, the adizero Prime SP, which helped Yohan Blake win World Championship gold in Daegu 2011, has been tested on the same track material that will be used in the London Olympic Stadium; ensuring that all components are optimised for the track conditions on competition day.

This rigorous and thorough creation and testing process has been applied across multiple sports, with adidas offering its lightest footwear ever in 20 of 26 Olympic sports in London. The London 2012 range includes shoes such as the adizero MD 2, as worn by David Rudisha when he broke the 800m world record twice in 2011. This middle distance spike has a full Sprint Web upper for lightweight stability and is 30% lighter than the previous model worn in Beijing, 2008.

Meanwhile Kenyan Marathon runner Patrick Makau, broke the world record in a pair of adizero Adios 2 at the Berlin marathon in 2011, shaving 20 seconds off the previous record.

Udo Mueller, said: "Revolutionary designs require revolutionary approaches and to achieve something as groundbreaking as a sub-100g spike, the team decided that nothing about the design should follow the status quo. The adizero Prime SP took 34 months, taking in 15 cities, 32 countries, two universities and the involvement of thousands of people. adidas' passion to create the best for its athletes is reflected in the bright red colour that will span the range of London 2012 footwear."



adizero is also widely used in apparel. The 2012 adizero gld₂o is the lightest swimsuit adidas has ever produced and tests show it gives a 2% increase in speed² thanks to a tight-fitting, super-light fabric combined with an industry-leading hydrophobic finish that reduces drag. Comparisons with a competitor suit revealed the gld₂o is 36% lighter and absorbs 32.5% less water during competition.

adizero features in the footwear and/or apparel in the following sports at London 2012:

Athletics
Aquatics
Badminton
Basketball
Cycling
Fencing
Football
Judo
Handball
Modern Pentathlon
Rowing
Table Tennis
Taekwondo
Tennis
Triathlon
Wrestling

Ends

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

² A total of 12 swimmers were tested over 20 metres, On average, swimmers were 2% faster when wearing the adizeroGLD₂O compared to our previous adidas swimsuit.



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.

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