**EMARGOED UNTIL 2000hrs CET Thursday 16th May 2013**

**NITROCHARGE YOUR GAME WITH**

**NEW ADIDAS ENERGY BOOT**

**New adidas boot silo created for ‘The Engine’ Player**

**Herzogenaurach, Thursday 16th May 2013** – adidas today unveiled **Nitrocharge**, a brand new energy-retaining football boot designed for the next generation of footballer that follows the legacy and successes of the existing iconic predator, adipure & f50 ranges. Alongside the release of the new boot adidas has also launched an advert that unveils the footwear and highlights the sort of player it has been designed to be worn by.

The 60-second-long television campaign launched this evening (Thursday 16th May) and will be screened throughout the world during key football matches over the next few weeks including the forthcoming UEFA Champions League Final in London.



The visually striking **Nitrocharge** is an evolution of adidas’ rich history in creating footwear to suit specific player types. **Nitrocharge** has energy retention at its heart and has been designed specifically for ‘The Engine’ player, a player type that has been researched and uncovered thanks to a recently formed partnership between adidas and Opta. ‘The Engine is first on the team sheet; always running, tackling and powering his team; he is relentless in his pursuit of chances from box-to-box for the full 90 minutes. This player is epitomised in the Nitrocharge adverts with high octane action, fast-paced effort and a no-nonsense attitude in order to outline the sort of player this boot has been designed for.

The **Nitrocharge** boot realises a range of new technologies that when combined will define the way ‘Engines’ play the beautiful game. These technologies include the following innovations:

* **ENERGYSLING** – supporting sidecut and turn movements to sharpen reactions on the pitch
* **ENERGYPULSE** – inspired by spring technology providing premium energy during the toe-off phase when sprinting

The boot also features a **Protection mesh layer** around the foot and **Protection pads** around the most sensitive tackle zones such as the Achilles tendon also feature in the boot. Finally the boot follows the full range of adidas boots by being compatible with the **adidas** **miCoach SPEED\_CELL.**

The new **Nitrocharge** boot is available for purchase from June 2013 in blue beauty f10/ running white/ electricity and will be worn on-pitch by ‘Engine’ players **Daniele De Rossi (A.S. Roma), Dani Alves (Barcelona), Ezequiel Lavezzi (Paris Saint Germain)** and UEFA Champions League Finalist **Javi Martinez (FC Bayern Munich)**.

For further information please visit **adidas.com/football** or go to **facebook.com/adidasfootball** or **@adidasfootball** on twitter to join the conversation.

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**For further information please contact:**

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