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**Ajax Cape Town reveal new 2013/14 home and away kit**

*1st August, 2013* – [adidas](http://www.adidas.co.za/football/), the leading global football brand, earlier today revealed the new Ajax Cape Town home and away kits for the forthcoming 2013/14 season.

“We are proud to once again partner with Ajax Cape Town by designing and producing their kit for the upcoming 2013/2014 season and are delighted with the design for this year’s home and away kits,” commented Gugu Ntuli, PR Manager at adidas South Africa. “We have been involved with the Club for nearly a decade and our partnership has gone from strength to strength over the years.”

This season’s home kit maintains the classic design style of previous years, aligning once more with the white/toro/white vertical stripes synonymous with the Cape Town club and derived from its parent club, Ajax Amsterdam. Embedded within the toro strip are three St Andrew’s crosses, referencing the coat of arms of Amsterdam – another strong association with its roots in the European club.

A new and exciting update this year is the striking away jersey – a tonal black/charcoal variation with red zest applied to a v-neck collar design (which aligns with this season’s global adidas template) as well as to the arm detail and the iconic adidas 3 stripes on the shoulders. Within adidas’ illustrious stable of sponsored clubs, Ajax has never been afraid to play around with various colours and to engage their fans and consumers in testing these variations, and this bold design is in keeping with that attitude.

“Ajax’s Home kit is steeped in history and the famous bi-colour design is, for the most part, something we like to maintain in its iconic form. Within that structure though, we feel that adidas has once again done a terrific job in creating a classic, sleek design that we are all proud of,” said Shooz Mekuto, PRO at Ajax Cape Town. “Furthermore, we have seen growing sales of the away jerseys over the years and this year’s edition is an exciting variation and one that we are sure the fans will be very happy with.”

***Technology***

The kit also features the latest adidas technologies to ensure that it not only evokes pride in the jersey but gives Ajax Cape Town an edge on the pitch:

**ClimaCool™** - adidas ClimaCool technology provides a mixture of heat and moisture controlling materials, ventilation channels and 3D fabrics to improve air flow to the skin in key heat zones meaning that when the body heats up during exercise, for instance, ClimaCool ensures that the athlete remains cool.

The new home and away kit is now available at adidas Performance stores as well as many sports retailers countrywide at a recommended retail price of R599.

For up-to-date news from adidas South Africa or more information about the new Orlando Pirates kit, visit [adidas South Africa news stream](http://news.adidas.com/ZA), [adidas.co.za/football](http://www.adidas.co.za/football/)and follow [@adidasZA](https://twitter.com/adidasZA) on Twitter to join the conversation.

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