

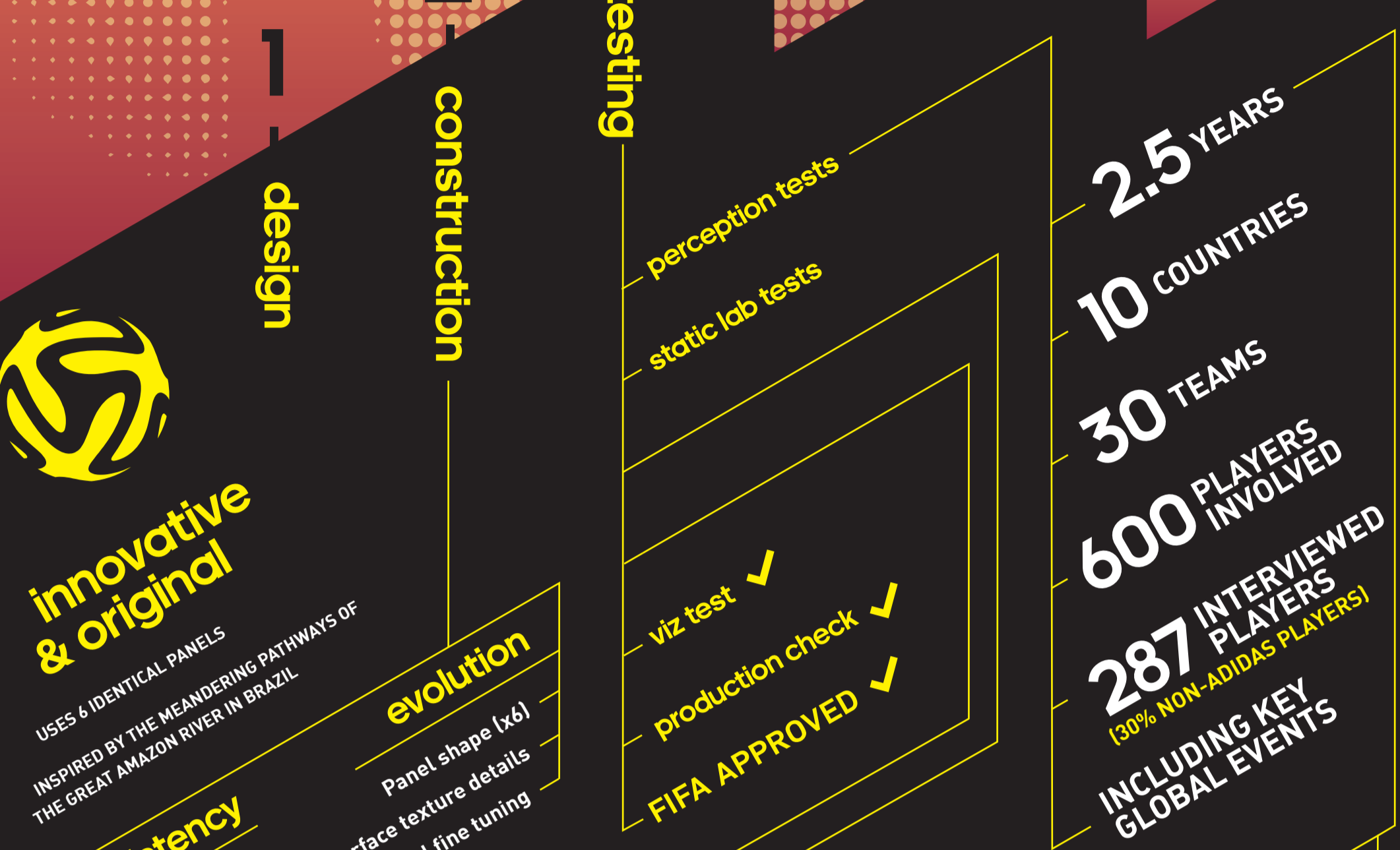
# brazuca

official match ball 2014  
FIFA world cup brazil™

brazuca was named back in September 2012 following a public vote in Brazil involving 1 million football fans and the design reflects the way "brazuca" is used to describe national pride in the Brazilian way of life. The colours and ribbon design also symbolise the multi-coloured bracelets worn in the country as well as reflecting the emotions and pride associated with football in Brazil.



**77.8%**  
voted to name  
the ball brazuca



**innovative & original**

USES 6 IDENTICAL PANELS  
INSPIRED BY THE MEANDERING PATHWAYS OF THE GREAT AMAZON RIVER IN BRAZIL

- consistency**
- Butyl bladder
  - Patched carcass
  - PU based foam material
  - 2D thermal bonding
  - All-over regular texture

- evolution**
- Panel shape (x6)
  - Surface texture details
  - Material fine tuning

- testing**
- perception tests
  - static lab tests
  - viz test ✓
  - production check ✓
  - FIFA APPROVED ✓

- 2.5 YEARS
- 10 COUNTRIES
- 30 TEAMS
- 600 PLAYERS INVOLVED
- 287 INTERVIEWED PLAYERS (130% NON-ADIDAS PLAYERS)
- INCLUDING KEY GLOBAL EVENTS

adidas history of FIFA World Cup™ balls

- 10** **jabulani** 2010 FIFA World Cup South Africa™
- 06** **\*teamegeist** 2006 FIFA World Cup Germany™
- 02** **fevernova** 2002 FIFA World Cup Korea/Japan™
- 98** **tricolore** 1998 FIFA World Cup France™
- 94** **questra** 1994 FIFA World Cup USA™
- 90** **etrusco** 1990 FIFA World Cup Italy™
- 86** **azteca** 1986 FIFA World Cup Mexico™
- 82** **tango españa** 1982 FIFA World Cup Spain™
- 78** **tango** 1978 FIFA World Cup Argentina™
- 74** **telstar durilast** 1974 FIFA World Cup Germany™
- 70** **telstar** 1970 FIFA World Cup Mexico™

- weight** 437 G
- circumference** 69 CM
- rebound** 141 CM
- loss of pressure** 7%
- water absorption** 0.2%
- altitude** 0-1600 M

- timeline**
- Technical concept
  - First prototype
  - Design Concept
  - Lab test & wind tunnel
  - Feasibility test
  - Test evaluation
  - Adjustments
  - 1st field test
  - Product review
  - 2nd field test
  - Product review
  - Final adjustments
  - Final lab tests
  - Players perception
  - Test evaluation
  - Product finalisation
  - FIFA approved standards
  - UEFA approved
  - Product launch
  - Ball handed to all federations
  - Tournament starts

“my first impression of the brazuca is going to have a lot of fun with.”  
**DANI ALVES - BRAZIL**

“brazuca feels fantastic.”  
**STEVEN GERRARD - ENGLAND**

“i've had the opportunity to try it out and it's great.”  
**LEO MESSI - ARGENTINA**



**brazuca**  
our most tested ball

@brazuca Fans will be able to track the build-up to the FIFA World Cup™ through the eyes of the ball by following @brazuca on Twitter. The ball will be visiting footballing nations, meeting players and celebrities, and taking part in major cultural events before landing in Brazil for the first game in June, and will be tweeting all the way.

