



2014 fifa world cup

@adidasoccer
#worldcup



forward



No one knows soccer like adidas. The sport is in our DNA. It started in 1925 when the first pair of adidas soccer cleats were made in a small workshop in Herzogenaurach, Germany by adidas founder Adi Dassler. Adi had a vision to make athletes better with exceptionally engineered footwear tuned to the needs of a specific sport. Today, adidas relentlessly pursues Adi's vision to constantly innovate to help athletes perform better.

The FIFA World Cup is a global phenomenon. Every four years, history is made on the field by the greatest athletes on the planet. No other sporting event rivals the passion, energy, scale and drama of the World Cup. For more than 60 years, adidas has been center stage at the World Cup, enriching the world's most popular sport with breakthrough innovations that change the game.

One of our most important contributions to the World Cup legacy is the official FIFA World Cup match ball, designed and produced by adidas for every tournament since 1970. This year, we are excited to debut Brazuca – the 2014 FIFA World Cup match ball. Built for Brazil, Brazuca features a design and technology that will, again, revolutionize the game and excite fans.

The 2014 FIFA World Cup will exceed expectations as one of the most exciting tournaments in decades. We are proud to sponsor more than 50 national teams including the top four federations Spain, Argentina, Germany and Colombia. The best athletes in the world wear adidas and we're honored to partner with more than 700 elite soccer players around the world including the best player in the world Lionel Messi. And we look forward to watching Jozy Altidore, Omar Gonzalez and Graham Zusi make history with the U.S. men's national team.

adidas' mission is to help athletes perform better and we deliver on that mission through innovation. On the stage of the 2014 FIFA World Cup, you will see that adidas is cutting edge soccer.

A handwritten signature in black ink, appearing to read 'Patrik Nilsson'.

Patrik Nilsson
President
adidas Group North America

by the numbers



4

adidas sponsors the top 4 countries – Spain, Germany, Argentina and Colombia – in the world (as of November 2013 rankings).

Including the 2014 Official World Cup Match Ball, Brazuca, adidas has produced the official Match Ball for 12 consecutive World Cup tournaments.

12

18

One of adidas' first soccer balls, Santiago, was made up of 18 leather panels and was used as a back-up ball for the 1966 World Cup in England.

The 2010 FIFA World Cup match ball, Jabulani, consisted of only 8 thermally bonded 3-D panels.

8



13,000,000

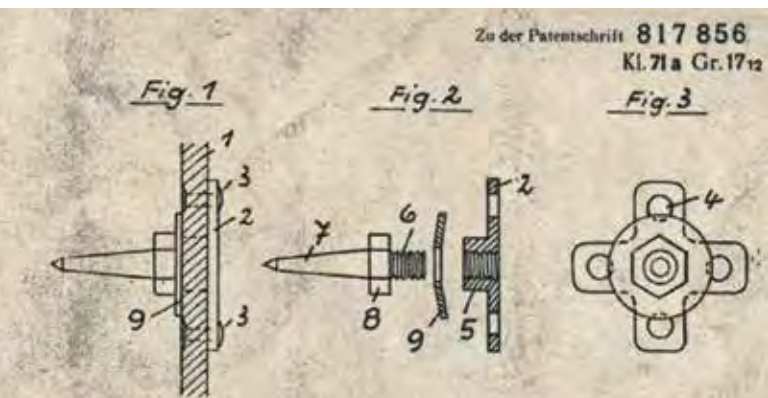
In 2010, adidas sold 13 million World Cup soccer balls including the official ball and replica versions of Jabulani.

by the
numbers



1925

The year Adi Dassler developed and patented his first soccer cleat, der Fussballstiefel, in Herzogenaurach, Germany.



Since engineering its first soccer cleats in the early 1920s, adidas has produced more than 600 models – all designed to improve on-field performance.

600+

by the
numbers



3/32



In the 1954 World Cup final, Germany defeated the heavily favored Hungarians with three straight goals, overcoming a two goal deficit. Adi Dassler's innovative cleats with screw-in studs lead them to victory. Prior to the loss, the Hungarians had won 32 straight matches.

Two adidas cleats are cased in gold including Andreas Behme's Etrusco cleat from the 1990 World Cup and Gerd Müller's cleat from the 1974 World Cup.

2

99

The groundbreaking number of grams, the super lightweight adizero F50 cleat weighs (about 3.5 ounces) that allows players to be lighter and faster on the field.

In 2015, a full adidas team uniform will weigh just 630 grams, including shirt, shorts, socks, shin pads and cleats.

630

game
changing
innovations



adidas made history during a rainy World Cup final in 1954. Facing the heavily favored Hungarian team with a 32-game winning streak, the German national team sported Adi Dassler's innovative cleats with studs that could be changed for different ground and weather conditions. When the field was saturated, Adi and the equipment manager began changing out studs as quickly as they could on the sideline. The Germans' kept their footing while the Hungarians lost theirs. The rest, as they say, is history and Germany went on to a momentous victory known today as the "Miracle at the Bern."



game changing innovations



Whether it is the interchangeable cleats in 1954, the 1958 Der Weltmeister which featured the first cleat sole made of Polyamide to maintain its shape, or the first Predator in 1994 designed to maximize players' control of the ball, adidas continues to provide athletes with game-changing technology.

Beyond footwear, adidas is a pioneer in soccer ball engineering, creating what's now considered the world's most iconic soccer ball design – 20 white hexagons and 12 black pentagons. This iconic adidas design was the match ball for the 1970 FIFA World Cup, which was the first to be televised by satellite TV. The aptly named Telstar was clearly more visible but, also a breakthrough in engineering, as the new configuration assured a more perfect sphere.

In 2010, adidas revolutionized the game again with the eight-panel Jabulani featuring grip n groove technology that provided players a ball with exceptionally stable flight and perfect grip under all conditions.



As visionaries in the sport, adidas is constantly innovating. See what's in store for 2014.

footwear



Samba Collection

The four cleats featured in the Samba collection were created with trademark adidas cutting edge technology and engineered to improve the games of specific player types. The new high-impact designs celebrate Brazil and its energetic atmosphere.

"adidas always changes the game with its innovation and the new Samba collection will stand out even more on the field. All players like to make statements with their cleats and the bright color of my adizero F50 will no doubt distinguish me leading up to World Cup next summer in Brazil."

- U.S. forward Jozy Altidore

built for brasil



footwear



adizero f50

A solar blue colorway highlights the adizero F50. Built for speed, the updated F50 features SPEEDTRAXION, a new, high-speed stud alignment that maximizes acceleration and traction, and SPEEDFOIL, a revolutionary material that combines lightweight, softness and durability for a comfortable, yet locked down heel fit.

Worn by Jozy Altidore, Lionel Messi, Robin van Persie and Karim Benzema.

\$220



footwear



predator lethal zones

The vivid berry colorway of the Predator Lethal Zones provides an eye-catching compliment to its five distinctive zones of technology that help deliver ball control, touch, accuracy and power.

Worn by Graham Zusi, Mesut Özil, Xavi and Thomas Müller.

\$220



footwear



nitrocharge

adidas' energy-retaining cleat was designed with a striking new solar slime colorway. The NitroCharge includes a specialized highly elastic ENERGYSLING around the forefoot that supports side cuts and precision turns to sharpen reactions on the field. adidas' ENERGYPULSE spring technology provides high energy push offs and long lasting energy return for players while they sprint.

Worn by Omar Gonzalez, Dani Alves, Javi Martinez and Daniele De Rossi.

\$200



footwear



11 pro

Updated for the Samba collection, the new 11Pro provides maximum comfort and improved touch for players. The cleat, which comes in a blast purple colorway, features a newly designed outsole with conical studs, a comfort frame for better pressure distribution and a TPU overlay to minimize ground impact. The 11Pro features an updated upper that uses memory foam embedded into the quilted Taurus leather upper.

Worn by Sacha Kljestan, Phillip Lahm, Hernanes and Frank Lampard.

\$165



federation uniforms



adidas has outfitted the most iconic soccer powerhouses in the world and their innovative and stylish uniforms have been a part of World Cup championships and Golden Boot, Ball and Glove campaigns.



federation uniforms



The top four federations in the world – Spain (defending champion), Germany, Argentina and Colombia all wear adidas on the field.

Thanks to adidas' adizero engineering, the 2014 FIFA World Cup kit is the lightest soccer uniform in history – together the shorts and jersey weigh a combined 250 grams/8.81 ounces. The combined technologies in the uniforms will allow players to remain fast, cool and comfortable on the field in Brazil.



official
match ball



For the 12th straight World Cup, adidas will provide the official match ball for the 2014 FIFA World Cup in Brazil. Brazuca will be unveiled on December 3, 2013. Brazuca was confirmed as the match ball name after a public vote in Brazil, participated in by more than one million soccer fans in the host country.

brazuca

The Official Matchball of the 2014 FIFA World Cup™

Coming Soon

legacy



A Legacy of Match Balls

adidas is at the forefront of every major soccer innovation and has been for more than 90 years. The ball has become the game's most iconic piece of equipment. As visionaries for the sport, adidas has continually innovated to engineer the greatest soccer balls in the game.

1970 FIFA World Cup Mexico adidas Telstar

For its first FIFA World Cup, adidas created the world's most recognized soccer ball design. It featured 32 hand-stitched panels (12 black pentagons and 20 white hexagons) that made the ball a more perfect sphere and visible on black and white television for a worldwide audience. To this day, the design remains the soccer ball archetype.



1974 FIFA World Cup Germany adidas Telstar/adidas Chile

Two match balls were used in 1974 – adidas Telstar was updated with new black branding replacing the gold branding and a new all-white version of Telstar named adidas Chile was introduced. 1974 was also the first time World Cup match balls could carry names and logos – adidas was no longer an anonymous supplier of match balls used on the field.



legacy



1978 FIFA World Cup Argentina adidas Tango

The 1978 match ball included 20 panels with triads that created an optical impression of 12 identical circles. The Tango inspired the match ball design for the following five World Cup tournaments.



1982 FIFA World Cup Spain adidas Tango España

Altered slightly from the 1978 match ball, the 1982 ball sported innovative waterproof sealed seams that reduced the ball's water absorption and minimized weight increase during wet conditions. The Tango España was the last traditional leather World Cup ball.



1986 FIFA World Cup Mexico adidas Azteca

The 1986 World Cup match ball revolutionized soccer balls and production techniques as the first fully synthetic/polyurethane-coated match ball. The new materials increased durability and further minimized water absorption. The ball was the first to include designs inspired by the host nation. The Azteca was elegantly decorated with designs inspired by Mexico's Aztec architecture and murals.



legacy



1990 FIFA World Cup Italy adidas Etrusco Unico

For the first time, the World Cup match ball contained an internal layer of black polyurethane foam, making it fully water-resistant and faster than ever. The name and design paid homage to Italy's history and the fine art of the Etruscans.



1994 FIFA World Cup USA adidas Questra

For the 1994 World Cup, the Questra was first ever match ball to be enveloped in a layer of polystyrene foam. The innovation made the ball softer to the touch and much faster off the foot. The ball's design represents space technology, high velocity rockets and America's "quest for the stars."



1998 FIFA World Cup France adidas Tricolore

The first ever multi-colored match ball, the Tricolore featured an advanced syntactic foam that improved the ball's durability, energy return and responsiveness. adidas also used an under glass print technology for the first time that increased the longevity and visibility of the ball, which featured France's national colors.



legacy



2002 FIFA World Cup Korea and Japan adidas Fevernova

For the first time since 1978, the match ball broke away from the traditional Tango design. The innovative Fevernova included a refined syntactic foam layer that allowed for more precise and predictable flight path. Asian culture inspired the revolutionary colorful look.



2006 FIFA World Cup Germany adidas Teamgeist

A radically new configuration reduced the amount of panel touch points forming a smooth and perfectly round exterior that improved accuracy and control. Prior to the Teamgeist, the surface of World Cup match balls had notable differences depending on where a player would strike the ball due to seams, ridges and other imperfections where panels come together. The revolutionary propeller design of the Teamgeist minimized corners and created a smoother surface for improved play. The ball was designed with traditional colors of the German flag and was accentuated with the golden color of the World Cup trophy.



legacy



2010 FIFA World Cup South Africa adidas Jabulani

The Jabulani featured a new grip n groove technology that provided players a ball with exceptionally stable flight and perfect grip under all conditions. With eight thermally bonded 3-D panels that were spherically molded for the first time, the Jabulani was more round and accurate than its predecessors.



2014 FIFA World Cup Brazil adidas Brazuca

adidas will provide the official match ball for the 12th straight FIFA World Cup in 2014 as Brazuca will be unveiled on December 3, 2013. Brazuca was confirmed as the match ball name after a public vote in Brazil, participated in by more than one million soccer fans in the host country.

brazuca

The Official Matchball of the 2014 FIFA World Cup™

Coming Soon

legacy



90 Years of Game-Changing Cleats

1925

Fußballstiefel

The first pair of adidas soccer cleats was made in a small workshop in Herzogenaurach, Germany by adidas founder Adi Dassler. Adi had a vision to help athletes perform better with exceptionally engineered footwear tuned to the needs of the soccer player.



1950

Samba

Originally created for frozen fields, the Samba quickly evolved to become the dominant indoor soccer shoe. The shoe featured a distinctive toe guard, lower stitching on the sides of the sole and shoehorn, leather lining in the heel, cushioned insoles and clips for the laces. Today, the shoe remains one of the most recognizable soccer designs.



legacy



1953 Argentina

Created by Adi Dassler and used by the German soccer team during the 1954 World Cup, the Argentina was unlike anything ever seen on the field. Dassler's screw-in studs replaced nail-fastened, leather studs and could be changed based on weather conditions. The cleats featured a low cut for improved freedom of movement, lightweight leather uppers to absorb less water and a soft toe cap to give players better feel of the ball. The Argentina played a big role during a wet World Cup Final in Switzerland when the German team defeated a heavily favored Hungarian team in a historic win known as the Miracle at Berne.



1958 Der Weltmeister

Designed for the Scandinavian weather at the 1958 FIFA World Cup Sweden, Der Weltmeister's sole was the first to be made of polyamide that kept its shape when wet. The cleat had improved elasticity, giving players more shooting power.

The success of the German team in 1954

persuaded most players to wear adidas. This time, the players had a range of different screw-in studs to choose from.



legacy



1962 World Cup 62

With the same polyamide sole of Der Weltmeister, the World Cup 62 was used in all 32 matches at the 1962 FIFA World Cup Chile. The cleat covered players' vulnerable Achilles tendons with new protective cushioning and a new heel tab was added.



1966 World Cup 66 - The Achilles

Adi Dassler tended to the needs of Germany's captain Uwe Seeler by creating a tailor-made version of the World Cup 66 cleat known as the Achilles. The cleat gave Seeler more padding and lacing at the heel because of an Achilles tendon injury he suffered in 1965 that potentially jeopardized Germany's chances of reaching the 1966 World Cup. Seeler used the shoe in late 1965 during a World Cup qualifying match and helped Germany reach the tournament.



legacy



1970

A cleat fit for Beckenbauer

adidas was the shoe of choice for more than 80 percent of players at the 1970 World Cup. adidas created a customized cleat for German star Franz Beckenbauer.

Beckenbauer experienced foot problems and needed shoes between two sizes so adidas adapted its mold, added leather strips at the heel and widened the cleat at the forefoot. Beckenbauer liked the cleats so much that he wore them until they fell apart.



1978

World Cup 78

The 1978 World Cup cleat was the first to incorporate a strong yet flexible outside that supported the foot but did not restrict

movement, especially during quick changes of direction and momentum. Adi Dassler's final cleat was the first to feature a dual-density sole made of a figure-eight-shaped white hard synthetic material and a soft black footrest. The studs were angled outward to improve stability, creating a new industry standard.



legacy



1982

World Cup 82 and Copa Mundial

For the first time, adidas rolled out two cleats for the 1982 World Cup – both of which included a new layer of foam rubber under the leather in the forefoot. The World Cup 82 included a new flexible red zone that gave players greater comfort under the ball of the foot and was equipped with screw-in studs. The Copa Mundial, which was initially launched in 1979 included multiple studs and became the most-produced soccer cleat of all time.



1986

World Cup 86

The World Cup 86 cleat built upon the 1982 version, updated with a sole made more flexible by additional slits, a safer bayonet system for screw-in studs, a longer heel tab and extra padding on the tongue. Some models, like the one requested by German captain Karl-Heinz Rummenigge, featured the Mexican national colors on the sole.



legacy



1990 Etrusco

The cleat of the 1990 World Cup featured an improved sole to provide players with a firmer grip of the middle foot and ankle. The design of the cleat took cues from the Etrusco ball, which was heavily inspired by the ruins of host country Italy. This cleat was an early example of personalization, allowing players to fill in their number on the back heel.



1994 Predator

One of the most popular soccer cleats in modern history, the Predator debuted prior to the 1994 World Cup and, at the time, was the biggest revolution in soccer cleat design since the screw-in stud. The cleat featured unconventional rippled fins designed to help players produce greater power, swerve and control of the ball. The new traxion stud technology increased traction and grip improving acceleration and lateral movement.



legacy



1998 Predator Accelerator

The cleat improved on the original Predator with a lacing system that created an asymmetrical loop beneath a fold-over tongue. Advances in adidas' Feet You Wear helped the cleat hold the foot more firmly and gave it more playing surface.



2002 Predator Mania

Released in advance of the 2002 World Cup, the Predator Mania included all the best assets of the 1998 edition and added an external heel counter and split outsole. The additions made the cleat lighter than ever.



legacy



2006

Predator Absolute

Predator Absolute combined the unbeatable power of Predator technology with interchangeable PowerPulse sockliners to make the cleat the lightest and strongest Predator ever.



2006

F50 TUNiT

The F50 TUNiT was developed to allow players to customize, adapt and tune their cleats to any weather, field or personal style with three interchangeable components: the upper, the chassis and the studs.



2006

adipure

The adipure collection was introduced to meet the needs of soccer players looking for a classic, elegant style that built for modern performance. With high-quality materials, soft leather and a pre-molded sockliner, the cleat provided outstanding comfort and an excellent, natural feel for the ball.



legacy



2010 Predator X

Like its predecessors, the Predator X continued to evolve to improve athlete performance. The cleat's Taurus leather was tanned for durability. To slow water absorption, the X-Traction quick-change stud system provided maximum traction and minimal stud pressure while the cleat's powerspine technology optimized kicking power and protect the foot.



2010 F50

At 5.8 ounces the adizero F50 was the lightest cleat in the game when it took the field during the 19th FIFA World Cup. F50 was the first cleat to use adidas' new single-layer upper SPRINTSKIN, designed to significantly reduce weight while still offering stability and lockdown for the foot.



2015 F50 adizero Crazylight 99 grams

The adizero Crazylight cleat weighs a mere 99 grams (roughly 3.5 ounces), allowing players to be lighter and faster than ever on the field of play.



federations



adidas sponsors more than 50 national teams including the top four federations Spain, Germany, Argentina and Colombia.



athletes



For more than 90 years, adidas has designed products for the world's best players outfitting World Cup champions and legends. Today, adidas partners with more than 700 elite soccer players around the world.

United States

Jozy Altidore
Omar Gonzalez
Graham Zusi



Argentina

Ezequiel Lavezzi
Ángel di María
Lionel Messi



Spain

Xabi Alonso
Iker Casillas
Javi Martínez
David Silva
Fernando Torres
David Villa
Xavi



Germany

Philipp Lahm
Thomas Müller
Manuel Neuer
Mesut Özil
André Schürrle
Bastian Schweinstegier



Brazil

Dani Alves
Kaka
Marcelo
Lucas Morra
Oscar



Netherlands

Arjen Robben
Robin van Persie



England

Leighton Baines
Steven Gerrard
Frank Lampard



France

Karim Benzema



Mexico

Andrés Guardado



Japan

Shinji Kagawa



Italy

Daniele De Rossi
Riccardo Montolivo
Giuseppe Rossi



Uruguay

Edinson Cavani
Luis Suárez



Columbia

James Rodríguez



Portugal

Nani





Lionel Messi



Mesut Özil



Javi Martínez

about adidas



adidas is a global designer and developer of athletic and lifestyle footwear, apparel and accessories with the mission to be the leading sports brand in the world. Everything we do at adidas is built on the passion to make athletes better, faster and stronger. At adidas, you'll find a range of high-performance men's and women's products that showcase our latest innovations to help athletes reach their full potential.

adidas is part of the adidas Group, a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 46,000 people across the globe and generated sales of € 14.9 billion in 2012.

media contacts



Michael Ehrlich, adidas PR

michael.ehrlich@adidas.com

971.234.2214 – office

503.720.4512 – mobile

@adidasUSPRguy

Madeline Breskin, adidas PR

madeline.breskin@adidas.com

971.234.2220 – office

971.295.6936 – mobile

@adidassoccer

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