**PRIMEKNIT 2.0: The best fitting**

**SOCCER CLEAT in the world**

***New compression fit technology, based on Primeknit FS***

***innovation, leads the way in comfort and support***

**Portland, Ore., Monday, April 20** – adidas today revealed a cleat made heel to toe from revolutionary Primeknitmaterial. The **adidas Primeknit 2.0** is the latest update of the original Primeknit cleat, launched and worn on field last year by Luis Suarez.

The all-new **Primeknit 2.0** model brings together two key adidas innovation projects – the original Samba Primeknit cleat, and the Primeknit FS (Footy Sock) prototype; which was a concept cleat presented by adidas in 2014.

Based on the construction insights gained from the Primeknit FS, the **Primeknit 2.0** comes enhanced with compression fit technology. An all-new compression tongue includes Lycra yarns designed to wrap around the midfoot area and create a maximum lockdown effect. The cleat also features a new anatomical heel shape and design, following the natural shape of the back of the foot to provide optimum support.

The forefoot contains a knit structure specifically designed to aid control. The control knit structure offers 3D texture that combines ultimate ball control with unrivalled manoeuvrability and traction by way of the f50 adizero outsole.

The outer shell of the **Primeknit 2.0** comprises of a zoned knitted upper with a lightweight vacuum coated skin to protect the yarns and retain a soft surface, meaning the cleat is at home in any weather, on any field.

The adidas Primeknit 2.0

Following on from the recent release of the adizero 99g, the lightest cleat of all time available for purchase, the **Primeknit 2.0** is the latest product to be launched as part of the new adidas Soccer **“Limited Collection”**. Footwear items to be included in the **“Limited Collection”** range will be those released in super-limited quantities, which also showcase the best in adidas Soccer innovation.

With just 10,000 pairs available globally, the cleats will be the hottest property on the field of play when a selection of the world’s best players debut the cleats during UEFA Champions League Quarter Final Second Leg matches later this week.

The limited edition **adidas Primeknit 2.0** cleat is available to purchase from April 22 on [adidas.com](http://www.adidas.com/us/), adidas Sport Performance stores and select specialty retailers. For further information please visit [**adidas.com/soccer**](http://www.adidas.com/us/soccer) or go to [**facebook.com/adidassoccer**](https://www.facebook.com/adidassoccer?fref=ts)or follow [**@adidassoccer**](https://twitter.com/adidassoccer) **#LimitedCollection #Primeknit** on Twitter or Instagram to join the conversation.

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