

## **The new SS15 adistar cycling range from adidas**

### **Stylish designs, leading innovations, race fit – kit to #owntheroad**

LONDON, MARCH 2015 – tapping into decades of expert cycling knowledge, the adidas SS15 adistar range combines sleek & classic 3 stripes designs with leading tech, to produce a kit that embodies the brand's rich heritage in the sport – performance, innovation and style. A men's and women's specific designed adistar kit has been released, both incorporating the aerodynamic race fit that adistar is famous for, perfect for any rider that's pushing their PB's to the limit.

The range is available on [www.adidascycling.com](http://www.adidascycling.com) from today, and features the following items:

- adidas adistar Long sleeved Jersey - €149,95
- adidas adistar short sleeved Jersey - €139,95
- adidas Pluvius jacket (male only) - €199,95
- adidas adistar body suit (female only) - €159,95
- adidas adistar bibshort (male only) - €159,95
- adidas adistar gloves - €34,95

Built to perform at high speeds, a riders aerodynamic requirements are all perfectly met in adistar products, featuring the most advanced cycling technologies available in the world, including:

- windtunnel tested **DragZero Fabric** is used in the jersey with covered full front zipper for additional aerodynamics
- bib shorts feature **Carvico Revolutionary Energy fabric**, offering high quality compression to reduce microvibrations that contribute to fatigue
- jet fighter wing-inspired **TrailingEdge Hems** that are perfectly smooth and flat and provide the aerodynamic requirements for a high speed ride
- strategically-placed **SlipStreamSeams** for less wind resistance
- **RACEPLUS FIT** provides a body-hugging-fit whilst using compressive, muscle-supportive fabrics for high speed racing – no kit will provide a more stream lined and stylish ride



## press release

**For more information on adidas cycling**, please visit [www.adidascycling.com](http://www.adidascycling.com). Our social media news room [www.news.adidas.com](http://www.news.adidas.com) or join the conversation with @adidasuk #owntheroad on twitter and Instagram.

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