



adidas launches new special edition kit for Colombia's National Football Team to wear at the Copa América Centenario



Bogotá, March 30th, 2016 – adidas and the Colombian Football Federation present the new kit in which the Colombian Football Team will champion the next Copa América Centenario. This **special edition** will be worn solely during this tournament and will replace the yellow kit only for this championship.

Colombia's National Football Team will debut this special edition kit on June 3rd during the Cup's opening match, where it will face the USA National Football Team.

The design

The white color is a tribute to the first football team that represented Colombia in an international competition. An homage to the shirt displayed by Colombia's National Football Team at its first Copa América ever: Chile 1945. adidas and the Colombian Football Federation present a modern version of this historic legacy to commemorate this competition's 100-year mark.

As a traditional adidas hallmark, the iconic three stripes are present along the sides of the shirt, producing an exclusive model, highlighted by its simplicity and style. The "V" neck references past kits from the 40s, known for their avant-garde design at the time, which replaced conventional shirt-like necks. The kit is complemented by blue shorts and red socks, showcasing an exclusive, stylish, and modern design.

Technology

The new shirt is available in two versions, varying in technology. On one side, ClimaCool® presents ventilation zones that benefit the players when in difficult climate conditions, keeping them cool, dry, and comfortable. It's also anatomically designed to let the air flow, generating a permanent ventilation system.



On the other side, the adizero version is highlighted for being lightweight, thus generating less load on the player.

Notes to Editors:

About adiZEROTM

adiZEROTM is a fabric and footwear range that shares lightness as the most important criteria, whether it's during competition or training, enhancing an athlete's performance in sports since lightness translates into speed.

The new jersey for Colombia's National Football Team integrates adiZEROTM technology into fabric, creating the lightest jersey in history. With the protection the fabric offers during the match's 90 minutes, the jersey looks like a second skin in comfort and breathability.

About adidas Football

adidas is the global leader in football. It is the official sponsor / official supplier partner of the most important football tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League and the UEFA European Championships. adidas also sponsors some of the world's top clubs including Manchester United, Real Madrid, FC Bayern Munich, Juventus, Chelsea and AC Milan. Some of the world's best players also on the adidas roster are Leo Messi, Gareth Bale, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.