**ADIDAS AND JUVENTUS PRESENT**

**THE AWAY JERSEY FOR THE 2016/17 SEASON**

**- Colour pays tribute to blue kit worn during the club’s UEFA Champions League success in 95/96 season -**

Drawing inspiration from the club’s own tradition, the new away kit was designed to emphasize the tight bond between Juventus and Italy and to recall the blue jersey worn during the UEFA Champions League in 95/96 season. Hence the idea of the blue colour for the away jersey with a reinterpretation of an all-time classic in a most innovative way.

**Design**

The away jersey 2016/17 comes with a two-toned blue design creating a dynamic effect which recalls the home jersey’s design.

A crew-neck model, the new away jersey features the adidas white logo on the right and the Juventus crest with three gold stars on the left. The iconic three stripes on the shoulders are white. The collar and the sleeve cuffs are black and white.

To complete the kit: white shorts with the adidas logo in blue and blue socks with white details.

The new away kit will be worn for the first time in one of the pre-season friendly match, during the Australian summer tour.

**adizero Technology**

The new Authentic kit will allow players to be faster and more comfortable on the field. It is made using a lightweight fabric which increases breathability by providing greater freedom of movement and comfort without sacrificing flexibility and resilience.

The replica jerseys, on the other hand, feature the climacool ventilation technology designed to help keep your body cool and dry through holes, breathable materials, fabrics and special stitchings.

These jerseys are made of recycled polyester, which has a lower impact on the environment as it reduces emissions, and therefore plays a key role in the adidas program to protect the environment and promote sustainability.

The new kit will be on sale from today in all adidas and Juventus official stores, in the main sport retailers and through the adidas and Juventus e-commerce channels worldwide.