



## Information

### adidas Launches Teaser to Announce Comeback of First Never Follows Film Series

- Paul Pogba stars in film trailer to tease new series -
- Unique films for six largest adidas clubs to be released from tomorrow -
- First Never Follows film series will debut new third kits of adidas clubs -



**Herzogenaurach, 28<sup>th</sup> July 2016** – Ahead of the new season; there is endless speculation and gossip amongst the media, fans, ex-players and experts about players and clubs – who will succeed and who won't. The First Never Follows film series is a statement that the time for talking is over, and a call to let the players do the talking on the pitch instead.

The latest trailer film is a prelude for individual, bespoke films for each of adidas' six largest clubs - Real Madrid, FC Bayern Munich, Manchester United, Chelsea, Juventus and AC Milan - to be revealed from tomorrow. These films will feature adidas stars from across the six clubs and will also launch the third kits of each club for the coming season.

In the film, Paul Pogba can be seen wearing the new Solar Yellow ACE 16+ PURECONTROL, defiantly telling viewers not to believe everything they read in the papers.



## Information

To view the film, visit: [https://youtu.be/W\\_WsmN5pMmM](https://youtu.be/W_WsmN5pMmM)

For further information please visit [adidas.com/football](http://adidas.com/football) or go to [facebook.com/adidasfootball](https://facebook.com/adidasfootball) or follow [@adidasfootball](https://twitter.com/adidasfootball) on twitter to join the conversation.

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For further media information please visit

<http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL> or contact:

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### Notes to editors:

#### 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, Paul Pogba, Gareth Bale, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.