



Information

adidas Launches Latest in First Never Follows Film Series

- adidas stars shut down the scrutiny of pre-season in latest film -
- Players from adidas' biggest clubs debut new Speed of Light boots -
- Zinedine Zidane, Jose Mourinho and football freestylers also feature -



Herzogenaurach, 30th July 2016 – As part of its new First Never Follows film series, adidas has today launched a selection of bespoke films featuring some of the biggest clubs, players and managers in the world.

Each film provides a defiant response from a series of star players to the feverous gossip, debate and hype that surrounds each club in the build-up to the start of the 2016/17 season. It sees the players from the six global superpower clubs explain that they'll do their talking where it matters the most, out on the pitch.

The hero film features stars from across adidas' six largest clubs - Real Madrid, FC Bayern Munich, Manchester United, Chelsea, Juventus and AC Milan - including Paul Pogba, Manuel Neuer, Gareth



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Bale, James Rodriguez, Diego Costa and Miralem Pjanic, as well as managers Zinedine Zidane and new Manchester United manager Jose Mourinho. Members of S3 Freestyle, part of adidas' football freestyle roster, also play a starring role in the film, showcasing the rise of the football freestyler in the modern day.

In the film, the players can be seen wearing the new third kits for each club, as well as the new Speed of Light boots – the ACE 16+ PURECONTROL in Solar Yellow and X16+ PURECHAOS in Solar Red – which will be worn on pitch when the 2016/17 season kicks off.

The film's track, titled 'Sort it out Sharon', is performed by Dusky feat. Wiley and is composed by Alfie Granger-Howell.

To view the film, visit: <https://youtu.be/geU8AxL460I>

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

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

Simon Bristow

Global PR Director – Herzo Newsroom

Email: simon.bristow@adidas.com

Tel: +49/9132/84-73 703

Julien Lanfrey

Global PR Manager, adidas Football

Email: julien.lanfrey@adidas.com

Tel: +49/160/977/16429

Notes to editors:

About adidas Football



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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.