



Information

adidas Launches FC Bayern Munich Film as part of First Never Follows Film Series

- Film shows Manuel Neuer, Thomas Müller and David Alaba silencing the critics with their performances –
- Players seen wearing the new third kit for the 2016/17 season -
- adidas players debut new Speed of Light boots -



Herzogenaurach, 24th July 2016 – adidas has today launched a FC Bayern Munich special starring Manuel Neuer, Thomas Müller and David Alaba, as part of its new First Never Follows film series.

The series – featuring bespoke films of some of the biggest clubs, players and managers in the world - 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.

As the most successful German club ever, FC Bayern Munich comes in for a certain level of press reaction. As a statement against this, the film features a journalist criticising the club, while Manuel Neuer disregards him as he calmly tackles a Rubik's cube in the changing room. Neuer, Müller and Alaba then take to the pitch to use the opportunity to showcase the skills that are earning them the trophies and let their football prowess do the talking against the scrutiny of the footballing world.



Information

In the film, Neuer, Müller and Alaba also wear 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 for the start of the 2016/17 season.

To view the film, visit: <https://youtu.be/ObzbdHf1mpI>

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.

- END -

For further media information please visit

<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

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



Information

roster are Leo Messi, Paul Pogba, Gareth Bale, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.