



## Information

**adidas Launches Manchester United Film as part of First Never Follows Film Series**

- Manchester United's David de Gea, Ander Herrera and more star alongside Jose Mourinho -
- English rapper and MC Stormzy also features in film that silences media frenzy around the club –
- Players seen wearing the new third kit for the 2016/17 season -



**Herzogenaurach, 12<sup>th</sup> August 2016** – adidas has today launched a Manchester United special, as part of its new First Never Follows film series. The film launches the new third kit for Jose Mourinho's first season in charge of the Red Devils as it plays on the media frenzy which has dominated his appointment and big name signings.

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.

Famous Manchester United fan and UK grime artist Stormzy opens the film by dismissing a billboard outside Old Trafford which has been vandalised by rival fans. The film then cuts to the team training and working hard for the season ahead, interspersed with parodies of typical pre-season television



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broadcasts as pundits become more and more frenzied about the club's off-pitch news. The film closes with the team ready and focused for stepping out onto the pitch and the season ahead.

In the film, the players including David De Gea, Ander Herrera, Morgan Schneiderlin, Juan Mata and Luke Shaw 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/BXpd7\\_HAie8](https://youtu.be/BXpd7_HAie8)

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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<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.



## **Information**

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.