



adidas introduces limited edition adizero Ubersonic Sun Tzu footwear

- Design inspired by iconic Ancient China war strategist Sun Tzu –
- Release marks the ATP tour making its way through Asia -
- adizero footwear is lightweight to enable swift reactions to opponent's play -
- adizero Ubersonic Sun Tzu is the third of four limited edition FW16 Energy Pack releases -



Herzogenaurach, Germany, 24th September 2016: adidas has today launched the adizero Ubersonic Sun Tzu for the Asian leg of the tennis tour, designed to celebrate one of the host country's leading strategic and philosophical minds. The footwear - for those who aim to win via tactical play - is the third release from the limited edition adidas Ubersonic footwear Energy Pack; each using inspirational mythological and cultural figures to energise today's players on court.

Strategic and tactical strength is key on the tennis court and adidas harnessed this to create the adizero Ubersonic Sun Tzu. Inspired by the famous Chinese strategist and philosopher, Sun Tzu, the footwear has a variety of design elements that put athletes in the mind-set to strategically own the court.

Subtle references to Sun Tzu's work have been weaved throughout the design; the Chinese words for attack and defence feature on the rear heel tab while the Adiprene+ midsole incorporates a camouflage print to represent defence. Red laces hint at the colour's association with success and good fortune in Chinese culture, contrasting with the predominantly black and white colourway; chosen to honour the Chinese skill of calligraphy – putting athletes in the mind-set for precise play.



Footwear from the FW16 Energy Pack, integrate innovative materials that allow players to pursue every challenging point with energy and pace. A responsive Adiprene+ cushioned midsole assists athletes in making quick and responsive movement to opponent attacks, while a specially designed lightweight upper supports the foot and ensures that players can cover the court in comfort.

Alex Chan, Global Category Director, adidas Tennis explains, "Sun Tzu is famed for the words 'Speed is the essence of war' and with adizero footwear providing speed and acceleration on court, he made the ideal muse for our latest release from the Energy Pack. Tennis is a sport that is as much about mental strength, strategy and tactics as it is physicality and skill, and the adizero Ubersonic Sun Tzu is our expression of that."

The limited edition adizero Ubersonic Sun Tzu will be available online from 24 September at adidas.com and adidas stores worldwide. This is followed by one final addition to the FW16 Energy Pack, which will be revealed by adidas tennis this season.

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For further media information please contact

Lindsey Rossell

lindsey.rossell@hkstrategies.com

+44 (0) 207 413 3163

Notes to editors:

About adidas Tennis

adidas Tennis is represented by top players such as Simona Halep, Ana Ivanovic, Angelique Kerber, Garbiñe Muguruza, Caroline Wozniacki, Tomas Berdych, Lucas Pouille, Dominic Thiem, Jo-Wilfried Tsonga, Sascha Zverev and Novak Djokovic (Footwear Only). For more information on adidas Tennis, please visit www.adidas.com/tennis. For additional images please visit our media news room on news.adidas.com and follow us on Twitter or on Instagram under @adidasTennis.

About adidas

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok,



TaylorMade and CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.

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