**adidas Football Launches Laceless Red Limit Pack**

**Cape Town, 22 November 2016 –** adidas Football has today unveiled its laceless Red Limit boots; the continuation of a journey which started with the release of Mercury Pack, through to the Speed of Light and Stellar boot packs.

The boots are available in a red colourway and come in adidas' ACE 17+ PURECONTROL, COPA 17, X16 and MESSI 16 silos.

Adrian de Souza, Head of Football at adidas South Africa confirmed: “With these boots we want to inspire players to always be ahead of the game whether they are on the pitch or off it. The mantra that says ‘never follows’, dictates that we always create the right tools for our customers to be the best and help them reach new limits.”

The ACE 17 PURECONTROL features a laceless ACE with Primeknit upper and boost plate and completely new engineered control zones.

The COPA 17 on field design features a premium leather upper with functional stitching and a fold over techfit compression fit tongue as well as a moulded heel clip with classic heel blinker design.

The X16 PURECHAOS – designed for the game's fastest players and those who like to cause chaos – features a state-of-the-art tech fit skin and a four way stretch sock as well as a personalised fit experience.

The MESSI 16 design features dynamic compression material as well as four way stretch sock which helps provide maximum acceleration.

The Red limit Pack will be worn on-pitch from 25 November by adidas global athletes and 30 November in South Africa. Players donning the ACE17.1 in South Africa will be Thulani Hlatshwayo, Abbubaker Mobara and Travis Graham amongst others, with the X16.1 worn by the likes of Khama Billiat, Thabo Matlaba, Daine Klate and Riyaad Norodien.

The boots will be available on the 25 November 2016 on adidas’ ecommerce platform ([www.adidas.co.za/football](http://www.adidas.co.za/football)), adidas Own retail stores, and at selected football specialists across the country, at a retail price of P0 R3999 and P1 - R2999,

For further information please visit adidas.com/football or go to facebook.com/adidasfootball or follow @adidasfootball​​ on twitter to join the conversation.

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**Notes to editors:**

**About adidas Football**

[adidas](http://www.adidas.co.za) 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](http://www.adidas.co.za) also sponsors some of the world’s top clubs including Manchester United, Real Madrid, FC Bayern Munich, Juventus, Chelsea and AC Milan, as well as local giants Orlando Pirates FC and Ajax Cape Town. 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.