



adidas and Major League Soccer Unveil the 2017 Official Match Ball

-NATIVO's new design features symbols of the United States and Canada representing unity in North America soccer-

-Design inspiration epitomizes how soccer transcends the field-

-Ball to debut on-pitch on March 3rd as 2017 MLS season kicks off-

Portland, Ore. January 12, 2017 – adidas and Major League Soccer today launched the newly designed NATIVO, the Official Match Ball for the 2017 MLS season.

The most tested MLS ball to date, the structure of the NATIVO features the same innovative and widely-praised panel shape as the Brazuca – a unique symmetry of six identical panels that are thermally-bonded together to keep out moisture. In addition, the ball offers premium surface structure designed to provide improved grip, touch, stability and aerodynamics.

"The 2017 MLS Official Match Ball attests to how year after year adidas Soccer brings the world's best innovative technology to the field of play," said Ernesto Bruce, adidas Sr. Director of Soccer. "The 2017 NATIVO's blueprint showcases the spirit of adidas Soccer and Major League Soccer blended through a creative design language that highlights the U.S. and Canadian flags, while also featuring a unique texture that will inspire soccer fans across North America to take their game from the stadium to the street."

The design on the NATIVO combines the symbols of the United States of America and Canada to represent the unity existing within North America soccer. The country flags are then covered by semi-opaque black and grey portions inspired by urban design, a texture inspired by the influence soccer has in popular culture as it transcends from stadium to street and vice-versa. The design also serves as a testament to the MLS supporters' groups who start their walks to the stadiums and carry that passion into the game.

The new ball will be seen on-pitch for the first time on March 3, when the Portland Timbers host 2017 expansion side Minnesota United FC in the League's opening match.

The adidas NATIVO is available for purchase today at adidas.com and MLSstore.com for \$160.

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