

EMBARGO: WEDNESDAY 1ST MARCH, 09:00AM NZT

ADIDAS UNVEILS SPECIAL EDITION SUPER RUGBY JERSEYS IN PREPARATION FOR THE 2017 DHL NZ LIONS SERIES

- Jersey designs inspired by the historic battle with British & Irish Lions -

- All five New Zealand teams will wear the jerseys during Investec Super Rugby Season -

- Available only during 2017 -



Auckland, New Zealand, 1st March 2017 – adidas Rugby has today begun the offensive against the British and Irish Lions by unveiling a range of special edition Super Rugby jerseys. The range is set to be worn by each team during the Investec Super Rugby season, and again in their highly-anticipated matches against the Lions in June.

The special edition Super Rugby jerseys have been specifically designed to showcase the territories each team represents and will protect against the British and Irish Lions. The five jerseys will feature a distressed map design of their respective club territory, with each of the 26 Provincial Unions that make up the Super Rugby regions represented.



Information

Senior Director of adidas Rugby, Simon Cartwright, says: "It's a big year for rugby in New Zealand with the return of the Lions, so we want to arm all teams with everything they need to defend their territories."

"Each jersey is a visual representation of the pride they have in their region and what's become very clear to us in our conversations with team leaders is that losing this battle is not an option." Cartwright concludes.

NZR General Manager of the 2017 DHL NZ Lions Series, Nigel Cass, said the matches involving the Investec Super Rugby teams provide fans in the five regions the opportunity to see their teams take on the best players of the Northern Hemisphere.

"The fixtures involving the British & Irish Lions and Super Rugby teams are unique and will be remembered for years to come. It's great that the teams will wear adidas special edition jerseys for these matches and we're confident they will prove popular among fans." Cass concludes.

The special edition Super Rugby jerseys are available in kids and mens sizes, priced at \$110 RRP and \$150 RRP respectively. The range will be stocked at all adidas stores, rugby retailers and online at www.adidas.com.

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