**EMBARGOED 10am CET 10th MAY**

Please see **high res images** of [here](https://we.tl/ALt7o5xLmM).

****

**adidas Reveals Manchester United Away Kit For 2017/18 Season**

**- Latest design draws inspiration from one of the most iconic kits in the club’s history -**

**- 1990-92 jersey receives a modern makeover with technical improvements -**

****

**Portland, Ore., May 10th, 2017 -** adidas Soccer revealed today the new Manchester United away kit for the 2017/18 season, with a design inspired by one of the club’s most iconic kits.

Manchester United fans of all ages will recognize the bold graphic pattern from the 1990-92 away jersey that defined soccer shirt design for an era. Connecting the past to the future, the new kit pays homage to the historic design, celebrating the rich history of the club.

The graphic design of the original kit has been reimagined on a black backdrop with white hues, with the classic adidas three stripes, club badge and adidas logo all in white. A crewneck collar gives the kit a modern makeover, making it a jersey that is as much at home on the streets as it is on the field.

The kit features all the innovations of adidas’ jersey technology used by the world’s leading clubs, including breathable fabrics and mesh engineering.

From today, the kit is available exclusively through [adidas.com](http://www.adidas.com/us/soccer)  and official club stores, and will be worn on-field for the first time during Manchester United’s pre-season tour.

For more information visit [**http://www.adidas.com/us/soccer**](http://www.adidas.com/us/soccer) and join the conversation on [Twitter](https://twitter.com/adidassoccer)​ and [Instagram](https://www.instagram.com/adidasfootball/)​ with [#HereToCreate](https://www.instagram.com/explore/tags/heretocreate/).

**- END -**

**For further media information please visit** [**http://news.adidas.com/US/home/SOCCER**](http://news.adidas.com/US/home/SOCCER) **or contact:**

|  |  |
| --- | --- |
| Cristina Maillo BeldaPR Manager, adidas SoccerEmail: Cristina.maillobelda@external.adidas.com Tel: 503.915.9129  |  |

**About adidas Soccer**

adidas is the global leader in soccer. It is the official sponsor / official supplier partner of the most important soccer tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League, the UEFA European Championships and Major League Soccer. 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.

**About Manchester United**

Manchester United is one of the most popular and successful sports teams in the world, playing one of the most popular spectator sports on Earth. Through our 138-year heritage we have won 65 trophies, enabling us to develop the world’s leading sports brand and a global community of 659 million followers. Our large, passionate community provides Manchester United with a worldwide platform to generate significant revenue from multiple sources, including sponsorship, merchandising, product licensing, new media & mobile, broadcasting and match day.