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**adidas turn up the heat with their new ClimaWARM+ range**

*Sports performance & innovation brand adidas, develop new hollow fiber technology*

*to keep athletes warm in all conditions*

**London, 1st October 2013:** Sports apparel pioneers adidas today launched the new ClimaWARM+ range that will revolutionise how athletes perform in cold conditions.

The new **ClimaWARM+** range has been developed with adidas ambassador David Beckham, by using hollow fibers that trap air to create insulation, allowing the fabric to keep the athletes body warm and dry. The technology not only increases warmth but the hollow fibers also reduce the garments weight, giving the athlete optimised warmth to weight ratio to maximise performance

adidas are committed to innovating by finding unique ways to create products that allow athletes to focus on their performance in training and competition; knowing that their kit will stand up in all conditions. **ClimaWARM+** quickly transports moisture away from the body to accelerate drying time and the range also features the *Elastane* technology to give athletes ultimate freedom of movement.

The inspiration behind the hollow fiber technology has been developed by using bio mimicry. By analysing how polar bears retain their warmth in the most extreme temperatures through their own hollow fiber fur, adidas have developed a similar warmth system to give humans that same reassuring warmth and mobility.

The **ClimaWARM+** range has been rigorously tested in the state of the art adidas ‘Clima’ chamber, where the products are tested in temperatures as low as –35C.

The range of products includes base layers, track jackets and hoodies that will keep you at the optimum temperature whichever sport you are playing.

**Eric Liedtke, Head of Performance, adidas added:** "adidas is about making athletes better.  When competing outside in the winter athletes must stay warm while being able to ventilate.  Our new climawarm+ products combine our latest material advancements to provide the athlete with a competitive advantage.  It uses hollow fibers to maximize warmth, reduce weight, and wick sweat way giving all athletes the ability to fulfill their potential"

adidas Sport Performance   
The guiding principle of adidas Sport Performance is "Play to Win". Inspired by the motivation of founder Adi Dassler, Sport Performance brings passion for great products to athletes in all sports, allowing them to be faster, stronger, smarter, cooler and natural. The main focus of adidas Sport Performance is on five key categories: football, basketball, running, training and outdoor.   
  
adidas Sport Style   
adidas Sport Style houses two groups. The Originals Group is the authentic, iconic sportswear label for the street and its message is Celebrate Originality. The Fashion Group is defined as the future of Sportswear and includes the labels Y-3, Porsche Design Sport, adidas SLVR and adidas NEO. Though these four labels adidas brings authentic sportswear to the full spectrum of lifestyle consumers.

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