

**EMBARGOED UNTIL 1000hrs CET Monday 17<sup>th</sup> March**

**adidas introduces world's lightest ever  
football boot, and it is crazylight...**

adidas change the game once again with the adizero™ f50 crazylight



**Herzogenaurach, Monday 17<sup>th</sup> March, 2014** – Following the recent launch of the Samba Primeknit, adidas is proud to reveal yet another game-changing football innovation: the **adizero™ f50 crazylight**.

At an incredible weight of 135g, the **adizero™ f50 crazylight is the lightest commercial football boot produced... ever... and shaves an incredible 20% off the weight of the current inline adidas adizero™ f50**.

In recent weeks adidas has proven its leadership in football innovation with the world's first knitted football boot (the adidas Samba Primeknit); the world's first all-in-one knitted football boot and sock hybrid (the adidas Primeknit FS); and following on from the "concept" launch of the **adizero 99g** boot in the adidas Football Innovations Lab in London last year, adidas has

continued to push boundaries and are proud to bring their all new technologies to the **adizero™ f50 crazylight**.

The adidas Innovation Team has developed a totally new, innovative next-generation lightweight skin which drastically reduces the weight on the upper part of the boot, while still guaranteeing high quality and performance. The sleek black and green coloured arrow design showcases the perception of forward motion, finished off with bright orange adidas three-stripes.

In addition to new lightweight upper skin the **SPEEDTRAXION** stud configuration on the outsole has been rearranged in order to increase traction, while also further decreasing the overall weight of the boot. The pattern on the outsole is laser etched and a premium anodized coating is also added to minimise weight and guarantee a premium finish on the overall design. The base of outsole construction is the **SPRINTFRAME**, a strong but lightweight lower section that offers players a perfectly balanced boot.

adidas have dominated the football "lightweight" category since the introduction of the **adidas adizero™ f50** in 2010, and will continue to do so with the **adizero™ f50 crazylight**. Since its introduction, the iconic f50 boots have been worn by such greats as four-time Ballon d'Or winner Leo Messi, Gareth Bale, Arjen Robben & Luis Suarez.

The adizero crazylight has already made waves in basketball, as has the adizero Feather in running, and with this latest football innovation, adidas continues to break the boundaries of lightweight sports performance.

The new **adizero™ f50 crazylight** has been developed along with the best players in the World and will be worn on field exclusively by Gareth Bale, who officially debuts the boots on field tomorrow evening (Tuesday 18<sup>th</sup> March) when Real Madrid C.F. face FC Schalke 04 in the UEFA Champions League second leg tie.

Speaking ahead of his debut in the **adizero™ f50 crazylight**, Gareth Bale said: "I've tried them out already in training and they feel great. I can't wait to wear them on field. Lightweight boots

definitely give me an advantage over the competition and I feel faster and more agile the lighter the boots become. Hopefully I can score a few goals in them over the next few weeks.”

The **adidas adizero™ f50 crazylight** is available from Tuesday April 1<sup>st</sup> for purchase in selected adidas retail outlets, associated stockists and via [www.adidas.com/football](http://www.adidas.com/football). Join the adidas football conversation at [www.facebook.com/adidasfootball](https://www.facebook.com/adidasfootball) or on Twitter: @adidasfootball #allin or nothing.

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**For further media information please visit**

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## **Notes to editors:**

### **About adidas Football**

adidas 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 sponsors some of the top football federations in world football including Spain, Argentina, Germany, Japan, Russia, Colombia, Nigeria and Mexico. adidas also sponsors some of the world's top clubs including Real Madrid, FC Bayern Munich, AC Milan, Flamengo and Chelsea. Some of the world's best players also on the adidas roster are Leo Messi, Gareth Bale, Mesut Özil, Dani Alves, Oscar, Xavi, Karim Benzema and Bastian Schweinsteiger.