**EMBARGOED UNTIL Monday 18th May, 1600hrs CET**

**football IS changING and**

**adidas is leading the WAY**

***Out with the old, in with the new. adidas retires entire boot range.***

**Herzogenaurach, 18th May** – The game of football has changed over the years. Positions, traits and attributes that mattered before are irrelevant now. There’s a new set of rules. Forget everything you thought you knew about football, the future is now and **adidas** is leading from the front.

In an unexpected new video released today, players including **Leo Messi, Thomas Müller, Luis Suarez** and **Oscar** sparked a revolution and announced the end of adidas’ existing on field boot silos. No more Predator, f50, 11Pro and Nitrocharge.

adidas has always been the leading brand in football innovation and, working with top coaches such as Pep Guardiola and Jose Mourinho, they have identified that the game has changed and instead of previously defined player types or positions, modern football teams nowadays need only two types of player on the pitch.

Speaking ahead of the launch of adidas’ latest product breakthrough, **Pep Guardiola** said: “It’s chaos or control. You need both. They are part of the game. Part of the field. You need players who have to analyse what you have to do. And there are other ones who have to be a bit free and show his talent as much as possible. When you have a team you mix both types of ideas. You have a big advantage.”

The football world will wake up and take notice on Monday 25th May when adidas’ revolutionary new products designed for the modern game are unveiled for the first time. In the meantime, fans can follow **@adidasfootball #BETHEDIFFERENCE** on twitter to join the conversation.

Welcome to the new adidas football. Welcome to X and Ace.

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**For further media information please visit** [**http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL**](http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL) **or contact:**

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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 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, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.