

adidas cycling x 5th Floor

team will #owntheroad in 3 stripes for new season

LONDON - April 2015

adidas and the 5th Floor - a cycling and editorial collective based out of London (UK), and New York (USA) – today announce an exciting partnership, which will see the team train and compete in a range of specially designed adidas products.

The key racing pieces for the team will be custom made 5th Floor skin suits, jerseys, bibs, caps, overshoes and warmers. Using the team's iconic green palette and iconic logo combined with adidas' classic 3 stripes. Part of the adidas x 5th floor kit laydown will also be a limited edition version of the newly launched adistar range, which combines sleek 3 stripes designs with leading tech to produce a kit that embodies the brand's rich heritage in the sport – performance, innovation and style.

Established in 2010, The 5th Floor was started by a group of friends with a mutual love of cycling and the culture surrounding it. Now, the team is made up of 21 riders across London and New York, riding and racing in all disciplines; from road and track, to CX and touring. While at its core, remaining a group of good friends who continue to share their rides and experiences.

5th Rider, Rudy Melo commented:

"We are really excited to be working with a brand with such a rich heritage in cycling. We've worked together to produce the kit and cannot wait to race in a kit that looks and performs so well".

Kitty Pemberton-Platt, adidas London newsroom, "For us, The 5th Floor embodies so much of what we think is great about cycling. They repeatedly push themselves on a competitive level, whilst keeping the social side of the sport at the heart of everything they do, continually inspiring others to get out on the road. We are thrilled to be taking our extensive experience in cycling to London and supporting The 5th Floor this season. We've worked very closely together to produce the next generation of 5th Floor apparel, which will not only look sharp but give them the best level of performance in the saddle that they've ever had".

More information on the 5th Floor can be found on their website at www.the5thfloor.cc with further details on the adidas cycling range available by visiting www.adidascycling.com. Our social media news room www.news.adidas.com or join the conversation on twitter and instagram @adidasuk #owntheroad

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press release

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