

**adidas launches the world's lightest cycling kit
#owntheroad in 200g**

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London, May 2015 – Weighing in at a mere 200g, adidas adds to its industry first adizero jersey with the release of the adizero evasus bibshort and adizero ankle socks, to create the lightest cycling kit ever released to the market. Constructed in night flash blue and black colourways, the adizero cycling apparel has been designed for the hottest of hill climbs, helping a rider quicken their pace up challenging gradients.

Starting in the saddle, the all-new minimalist adizero evasus bibshort has a lightweight, barely-there feel for speed and agility in long races on the road and mountain passes. Designed with a triple-density TMF® pad and an active FORMOTION® design, the rider has six hours of riding comfort to ensure maximum effort whilst climbing the harshest of slopes.

Moving on to the EUROBIKE Gold Award winning adizero jersey, which set a benchmark last year as the lightest top ever to be released to the market. It is ergonomically cut for scorching days on the road and mountain passes, has low-profile, easy-access pockets on the lower back for food and other essentials, and underarm mesh ventilation for hot-weather riding.

Completing the kit, the adizero ankle socks have a smooth fit and can guarantee cool and dry feet with its targeted mesh ventilation and flat toe seam and arch support.

The adizero kit is available now from www.adidascycling.com at the following RRP prices:

adizero jersey: €149,95
adizero evasus bibshort: €179,95
adizero ankle socks: €12

For more information on adidas cycling, please visit 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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