**\*\* EMBARGO: 1800hrs CET TUESDAY 11TH AUGUST\*\***

**AWAY FROM THE PAST**

ADIDAS REVEAL THE NEW MANCHESTER UNITED AWAY KIT

**Manchester/Herzogenaurach, 11th August 2015**, leading sports brand adidas and one of the world’s biggest football clubs, Manchester United, have today revealed the new Manchester United away kit for the 2015/16 season.

The new away kit takes inspiration from some of the classic away shirts from the club’s illustrious history, including the shirts worn by the legendary Busby teams of the 1960s. The new shirt features a classic v neck cut collar and three stripe design down the shoulder, as well as a graphic design on the hem of the shirt taken from the 1990 shirt famously worn by Ryan Giggs in his debut season. This design feature runs throughout each of the three shirts being launched this season.

Taking design inspiration from iconic three-stripe United kits from the 1980s, adidas have revisited the archive by bringing both classic red and white kits back once more, taking familiar style features that were loved by the fans and combined them with the latest performance technologies to produce innovative, modern classics. The new look shirts include the latest in adidas lightweight and breathable technologies to ensure the players take to the pitch with the most innovative kit design ever.

The away shirt will be debuted in the Premier League’s first ever Friday night fixture on the 14th August against Aston Villa.

The new look shirts will be launched as part of the “Break Expectations” campaign, released by adidas to demonstrate the start of a new era for the football club as they return to the UEFA Champions League and start the 2015/16 season. The campaign imagery and short films are inspired by the club’s iconic crest and used by the players to set the tone for the forthcoming season.

The away kit will be available to buy on August 14th at adidas and Manchester United own-retail stores, specialist sports retailers and e-commerce channels worldwide.

**- END –**

**To purchase the new adidas Manchester United 2015/16 kits, please visit** [**www.adidas.com/manchesterunited**](http://www.adidas.com/manchesterunited)

**For more information please 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 Manchester United, 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, Ander Herrera, Bastian Schweinsteiger, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.

**About Manchester United**

Manchester United is one of the most popular and successful sports teams in the world, playing one of the most popular spectator sports on Earth. Through our 137-year heritage we have won 62 trophies, enabling us to develop the world’s leading sports brand and a global community of 659 million followers. Our large, passionate community provides Manchester United with a worldwide platform to generate significant revenue from multiple sources, including sponsorship, merchandising, product licensing, new media & mobile, broadcasting and match day.