

EMBARGOED UNTIL 1000hrs CET, MONDAY 9TH NOVEMBER

BELGIUM REVEAL NEW HOME KIT AHEAD OF UEFA EURO 2016™

Brussels, Monday 9th November – The first kit of the Belgian national team is inspired by the Belgian tricolour. The jersey's main colour is red, has a black colour block on the chest and the vibrant yellow details gives the kit a fresh, techy look. In the collar of the jersey we find the Belgian flag.



The black shorts also have the vibrant yellow stripes on the sides like the jersey, that even run through on the 'Belgian' socks where we also find 'Belgium' on it.

The Belgian Red Devils will play in this new kit as of Friday November 13, in the game against Italy.

The new kit is available as of Friday November 13 on adidas.com and specialist sports retailers.



Information

For further information visit [adidas.com/football](https://www.adidas.com/football) or go to [facebook.com/adidasfootball](https://www.facebook.com/adidasfootball), [youtube.com/adidasfootball](https://www.youtube.com/adidasfootball) or follow [@adidasfootball](https://twitter.com/adidasfootball) on Twitter, Instagram or Snapchat to join the conversation.

- END -

For further media information please visit

<http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL> or contact:

Ken Aerts

Brand Communications, adidas Benelux

Email: Ken.Aerts@adidas.com

Tel: +31334963303

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 Europe's top federations including World Champions Germany, European Champions Spain, Belgium, Russia, Sweden, Denmark, Wales and Northern Ireland. 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.