



## **ADIDAS LAUNCHES CRAZY EXPLOSIVE FOR THE NEXT GENERATION OF BASKETBALL SUPERSTARS**

**PORTLAND, Ore. – July 20, 2016** – adidas Basketball officially unveils Crazy Explosive, a new franchise built for players with explosive moves that play above the rim. The introduction of Crazy Explosive is part of the brand's new design and collaboration strategy that combines unique design and style elements that stand out from the crowd.

The mid-top silhouette featuring full-length BOOST allows players like Minnesota Timberwolves star Andrew Wiggins to change the game, propel slashing drives to the basket and embarrass defenders in the air. Crazy Explosive will be worn by Wiggins, Harrison Barnes, Iman Shumpert, Serge Ibaka, Marcus Smart and Justise Winslow, among others.

"adidas came to me with a shoe to make me more explosive on the court. When I tried this shoe for the first time, I really felt the difference when attacking the basket," said Wiggins. "And we all care about style. You haven't seen adidas shoes like this before, these shoes are dope."

Crazy Explosive was designed to challenge the look of the conventional basketball shoe and make a style statement on and off the court. The silhouette features a Primeknit upper that enhances comfort, fit and durability, while offering striking color combinations that make statements on the court.

"We designed Crazy Explosive to stand out from every other basketball shoe ever released, so when I saw the initial response on social media by fans and media, I knew that we accomplished our goal," said Jesse Rademacher, design director, adidas Basketball. "As players get bigger, faster and stronger, they need footwear that harnesses their raw power and explosiveness. For Crazy Explosive, we tuned our best BOOST and Primeknit technologies to meet the needs of these players that are too versatile to be contained and thrive on unpredictability. We packaged it with an equally stunning silhouette and Crazy Explosive was born."

Crazy Explosive was designed from the inside out, loaded with a full-length BOOST midsole, energy enhancing roll cage and power traction:

### **First Full-Length Boost Mid-Top Shoe**

Crazy Explosive features BOOST cushioning from heel-to-toe for industry-leading comfort and infinite energy return. True to adidas' mission to make athletes better, BOOST features innovative material made up of thousands of capsules that help store and release energy efficiently as athletes perform. Crazy Explosive features a full-length infinity-shaped torsion plate that provides basketball tuned stability.

### **Energy Enhancing Roll Cage**



The Crazy Explosive silhouette is stabilized with a lateral TPU roll cage that provides forefront stability to harness BOOST cushioning for explosive cuts and takeoff to the basket.

**Power Traction**

Crazy Explosive utilizes an entirely new traction pattern based upon reaction-diffusion that provides commanding grip and stability on the court. The result is a natural traction pattern that stands up to even the most explosive player's moves to the basket.

**Controlled Lockdown Support and Comfort**

Crazy Explosive is designed with dynamic lacing and a Primeknit upper to maximize breathability and lockdown on the court and in the air. Tuned for infinite comfort, Crazy Explosive features an internal bootie construction that delivers an enhanced layer of comfort and support with GEOFIT foam along the tongue.

Crazy Explosive Solar Red (\$150) will be available for presale July 20 on adidas.com and August 1 globally with additional drops throughout the year, including: Andrew Wiggins Home PE (October 1) and Triple Black (October 10).

Follow the conversation @adidashoops on [Twitter](#) and [Instagram](#) with [#CrazyExplosive](#).

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**About adidas Basketball:**

adidas has been providing innovative products to help the world's best athletes perform at elite levels for more than 60 years, from past legends to today's superstars, such as James Harden, Damian Lillard, Derrick Rose, Andrew Wiggins, Kyle Lowry and Candace Parker.

**Madeline Breskin, adidas PR**

(o) 971-234-2220

[Madeline.Breskin@adidas.com](mailto:Madeline.Breskin@adidas.com)