



Information

adidas Reveals Manchester United third kit for 2016/17 season

- New third kit inspired by club's early years as Newton Heath LYR Football Club –
 - Kit pays homage to the City of Manchester Coat of Arms –



Manchester, 29th July 2016 - adidas has today launched the new Manchester United third kit for the 2016/17 season, taking inspiration from the club's early years as Newton Heath LYR Football Club.

The new kit pays homage to the club's illustrious history in which it rose from humble beginnings as a local railway workers' team to become the biggest and best known football club in the world. The transformation from their humble beginnings to the globally renowned "Red Devils" is represented through each of the new 2016/17 kits.

The white kit with black accents takes inspiration from the City of Manchester's Coat of Arms which features a worker bee, a symbol of the city's history as a leading-light at the forefront of the UK's industrial heritage. adidas has incorporated this symbolism into the new design as a Badge of Honour to demonstrate that, through hard work, a 'never say die' attitude and audacious football, Manchester United have evolved to become pioneers of the international football game. In continuously striving for greatness and success, Manchester United have become the world's best supported football club.



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Alongside the replica jersey, there is also an authentic shirt available - as worn by the players -, a long-sleeved version and shirts specifically for children and women.

The kit will be worn in the club's first way game of the season against Bournemouth on Sunday 14th August.

For further information please visit adidas.com/football or go to facebook.com/adidasfootball or follow [@adidasfootball](https://twitter.com/adidasfootball) on twitter to join the conversation.

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For further media information please visit

<http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL> or 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, Juventus, Chelsea and AC Milan. Some of the world's best players also on the adidas roster are Leo Messi, Paul Pogba, Gareth Bale, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.



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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 138-year heritage we have won 63 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.