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**adidas reveal the 2016/17 Ajax Cape Town Football Club Home and Away kit**

*17th August, 2016* – [adidas](http://www.adidas.co.za/football/) South Africa and Ajax Cape Town Football Club launch the club’s new home and away jersey for the upcoming 2016/2017 season.

The home jersey maintains the classic style of previous years, which has become iconic and true to the club’s tradition while paying tribute to the rich history. The simple in design yet striking in look Ajax home jersey retains its customary red chested middle with white side trimmings, finished by a classy v-neck collar in red which match the sleeve cuffs and three-stripe branding at the flanks.

“We are pleased to introduce yet another iconic jersey for the upcoming 2016/2017 season,” commented **adidas South Africa** Head of Football, **Adrian De Souza**. ‘We believe that the jersey will be well received by the players and assist them in improving their form for 2016/2017 season”

The away jersey is a powerful black and the off-blue tone sleeves feature aqua trim to match the adidas three stripe branding on the shoulders.

“Ajax is proud to see the maintenance of its iconic red and white design of the home jersey. At the same time, we believe that adidas has surpassed expectations in being the difference and in creating a striking away kit that we are all excited about. Our players and fans alike will no doubt be moved by the updated yet iconic home jersey and bold way kits.” said Milo Boer, PRO at [Ajax Cape Town](http://ajaxct.co.za/).

***Technology***

The kit also features adidas technologies to ensure that it not only evokes pride in the jersey but gives Ajax Cape Town Football Club players an edge on the pitch:

**ClimaCool™** - adidas ClimaCool technology provides a mixture of heat and moisture controlling materials, ventilation channels and 3D fabrics to improve air flow to the skin in key heat zones meaning that when the body heats up during exercise, for instance, ClimaCool ensures that the athlete remains cool.

The new Home and Away kit is available from 24 August 2016 at adidas Performance stores as well as many sports retailers countrywide at a recommended retail price of R649 for adult jerseys and R 549 for youth.

Ajax Cape Town will don the jersey for the first time on Tuesday, 23 August 2016 when they kick off their Premier Soccer League against Baroka FC at the New Peter Mogaba Stadium.

For up-to-date news from adidas South Africa or more information about the new Ajax Cape Town kit, visit:

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