**adidas Launches Fall/Winter 2016 CLIMAHEAT Collection**

**- Advances in CLIMAHEAT technology makes FW16 CLIMAHEAT the adidas’ best warming performance apparel yet -**

**- New collection incorporates training, running and outdoor products -**

**- Increased breathability and warmth-to-weight ratio keep athletes warm and dry in extreme cold -**

**- Insulation technology include Polartec**® **and adidas’ proprietary Heat Seal Baffling -**

**Herzogenaurach, October, 2016** – Today, adidas’ cutting-edge warming performance system, CLIMAHEAT, returns for a third season with new insulation technology and applications. The new CLIMAHEAT has created the brand’s warmest, lightest and most breathable apparel yet - and has been applied across different areas such as running, training, and outdoor.

Key innovations such as Polartec® Alpha®, Heat Seal Baffling, climaheat™ hollow-core fibres, and engineered ventilation zones improve insulation and breathability while reducing bulk. adidas has worked closely with a variety of athletes to test and develop Climaheat apparel that cater to specific needs of their sports. The new highlights from Fall/Winter 2016 include the CLIMAHEAT Jacket (running), and CLIMAHEAT Hoody (training).

The CLIMAHEAT JACKET has been designed specifically for winter outdoor runs. adidas’ Heat Seal technology traps heat and prevents it from escaping at cuffs and collars. Polartec® Alpha® fabric provides runners with 3-layer active hybrid insulation and adaptable breathability technology that regulate core body temperature at 37 degree Celsius. This eliminates the need for runners to add or remove layers in changing conditions. climaheat™ hollow-core fibres inspired by natural fur trap more heat and dry faster than regular. Ergonomically engineered insulation and ventilation zones reduce bulk while ensuring the athletes stay warm and dry on their runs.

The CLIMAHEAT CAPSULE HOODY, for outdoor winter training, features the Polartec® Grid Fleece® - a flexible yet durable and wind-resistant insulating fabric. The grid construction features two different lengths of yarn on each side of the fleece. This increases wicking efficiency by 30% compared to products that only use one type of yarn throughout. In addition, climaheat™ hollow core fibres and air-trapping channels retain heat and increase insulation to keep the body warm with minimal bulk, allowing for greater freedom of movement.

The new collection will launch with a new short film featuring American track and field athletes Brie Felnagle, Sharika Nelvis, and Jason Richardson on October 7th, 2016. It will be available across the globe at select adidas stores, retailers and [www.adidas.com/climazone](http://www.adidas.com/climazone).

adidas Senior Director Horizontal Concepts, Marwin Hoffmann, commented:

“With the adidas Clima technology, our aim is to create products that enable athletes to fulfil their passion and play their sports whenever and wherever they want. Through the new CLIMAHEAT collection, we removed the barriers of cold and snow so athletes have more freedom to create in their sports, to the best of their capabilities and imagination.”

For further information please visit adidas.com/climazone, or follow #climaheat on twitter and instagram to join the conversation.

**- END -**

**For further media information, please contact:**

**Delia López**

adidas España s.a.

**Public Relations Manager. Marketing**

e-mail: delia.lopez@adidas.com

voice: + 34 976 710 199

fax: + 34 976 710 103

[www.news.adidas.com](http://www.news.adidas.com)

|  |
| --- |
|  |

**Notes to editors:**

**About the adidas Group**

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.

**About adidas Clima**

adidas Clima is the brand’s proprietary performance temperature management system. It includes three key weather solutions- Climaheat (cold weather), Climachill (warm weather), and Climaproof (wind and rain). The Clima technology is applied to footwear, apparel, and accessories for all sports across the adidas brand.