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**Adidas Soccer Launches Nemeziz, a Cleat for the Agile Creator**

**- Nemeziz will be one of adidas’ key silos, alongside the Ace and X -**

**- Built for the most agile players in the game, Nemeziz will be the new cleat of Leo Messi, Renato Sanches and Roberto Firmino -**

**- Key design feature takes inspiration from the process of taping for increased stability and agility -**

**- Nemeziz range available in stadium, cage and street versions -**

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**Portland, Ore., May 26th, 2017 –** Taking inspiration from the past to create the future, adidas Soccer launches today Nemeziz, the latest cleat designed to provide unprecedented agility for the game’s most fluid players. To design the ultimate tool for the agile soccer player, adidas tapped into a common ritual in ancient battle, in dance and in sport: the use of taping for increased physical and mental strength.

Each element of Nemeziz has been designed to suit players whose agility helps them dominate. For these players to be at their best they need cleats to deliver security, support and adaptability and Nemeziz is built with these requirements at the fore.

Several design features have been introduced to ensure peak performance in these areas. The unique **AGILITYBANDAGE** features revolutionary **TORSIONTAPES** technology to keep the foot locked down and delivers ultimate fit, while a dual-lock collar secures the ankle in place to enable explosive change of direction.

The **TORSIONFRAME** outsole features an ultra-lightweight build and **TORSIONRIBS** to provide dynamic push off support; a key feature for agile movement. The new **AGILITYKNIT 2.0** interlocking yarn structure provides a soft direct touch and a lightweight adaptable feel.

To ensure players can experience the same level of agility in any setting, Nemeziz is also available in both Cage and Street versions. Bringing the same **TORSIONTAPES** and **AGILITYKNIT 2.0** technology as the on-field cleat, the most agile players will be given the same tools to support their agility in the cage and on the street.

Leo Messi – who will wear Nemeziz for the first time on the field in the Spanish Copa del Rey final on May 27th – said of the cleats: “Disruption is a part of my game. A player must attempt to make moves that their opponent isn't expecting and needs to do so as quickly as possible. To be able to do that, you need complete confidence in your boots and the flexibility to move and adjust easily. The design of these boots is perfect for my game."

Sam Handy, Vice President of Design, adidas Soccer, said “Part of our design philosophy at adidas Soccer is to look back to help us look forward, something we’ve held true to with the design of Nemeziz. The idea of torsion and taping is not a new idea, it is present in some of our classic products and in other fields, such as Martial Arts. It has been around for generations. Our design for this product was taking that idea, of the relationship between torsion, support and agility, and using it to support the most disruptive players in the game. Our main goal is always to provide the athlete with the tools to maximize their own creativity, and with this product we feel we have provided the structure and support that can help players like Messi, [Renato] Sanches and [Roberto] Firmino reach their true potential.”

The Nemeziz franchise will launch with a white base colorway – Dust Storm – with a black striping execution and yellow branding. The cleat will be available in the U.S. from May 26th on [adidas.com](http://www.adidas.com/us/men-soccer-shoes) and adidas retail stores.

For more information visit [**http://www.adidas.com/us/soccer**](http://www.adidas.com/us/soccer) and join the conversation on [Twitter](https://twitter.com/adidassoccer)​ and [Instagram](https://www.instagram.com/adidasfootball/)​ with [#HereToCreate](https://www.instagram.com/explore/tags/heretocreate/).

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**About adidas Soccer**

adidas is the global leader in soccer. It is the official sponsor / official supplier partner of the most important soccer tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League, the UEFA European Championships and Major League Soccer. 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, Karim Benzema, Roberto Firmino, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa, Mesut Özil, Renato Sanches and Julian Draxler.