

adidas Golf and Dustin Johnson Agree to New Long-Term Deal

Basingstoke, Hants. (29th September, 2016) – adidas Golf and Dustin Johnson today announced a new multi-year apparel and footwear deal. 2017 will mark the company's tenth year collaborating with the 2016 PGA of America Player of the Year Award and Vardon Trophy recipient, 2016 US Open Champion, Top American and #2 Player in the World.



adidas footwear and apparel are designed to optimise an athlete's performance. In golf, the most important measure of performance is speed, which translates to distance and Johnson's jaw dropping drives have him hunting for titles every week. adidas Golf apparel frees Johnson's 6'4" frame to produce his Tour-leading distance, while his use of TOUR360 BOOST shoes have helped catapult adidas Golf footwear to the #2 market share position in the US*, as well as solidifying the #2 position in the UK and France**.

“DJ’s scoring and legendary ball striking draw huge galleries and substantial television exposure, which are critical to the promotion of our apparel and footwear. We believe his US Open Championship is the first of many Majors to come, which will make him an even bigger star. He is the perfect athlete for our team to test innovative product solutions and his feedback will continue to influence our design decisions.”

— Jeff Lienhart, Executive Vice President of adidas Golf.

“adidas Golf is more than a sponsor. They have been with me since the start of my career; we’ve collaborated, created and celebrated together. I’m grateful for the support adidas Golf has given me and I look forward to seeing what we can do together moving forward.”

— Dustin Johnson

*Market Share information is based on Golf Datatech US Retail Reporting (golfdatatech.com) – On/Off Course dollar share from January – June, 2016

**Market Share information is based on Golf Datatech retail audit, on/off course combined – January-June, 2016



adidas Golf | Golf Footwear, Apparel & Accessories



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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.

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About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

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