

adidas Golf Athletes 'Geared For More' at The Masters

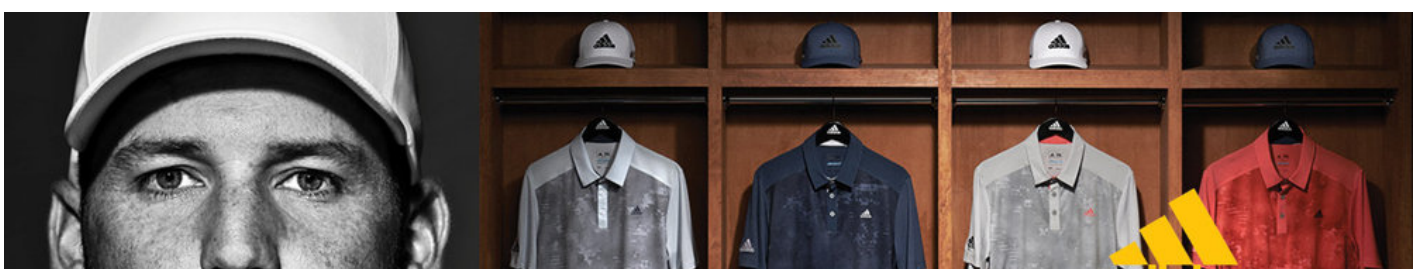
Day, Johnson and Garcia to wear key styles from Spring / Summer 2016 Range

Basingstoke, HANTS (30 March, 2016). adidas Golf are excited to announce the outfits to be worn by its key athletes at the first Major of the 2016 season at Augusta. Using key, lightweight technologies, athletes including current World #1 Jason Day will be kept cool in the Georgia heat.

Supported by adidas Golf's **Geared For More** brand campaign, the athlete's clothing incorporates climacool® and climachill™ technologies, as well as further apparel and footwear breakthroughs enabling golfers to remain comfortable and play their best golf, no matter the weather.



Jason Day will be looking to add to his USPGA Championship from 2015 following back-to-back wins at the Arnold Palmer Invitational at Bay Hill and the WGC Dell Match Play. Jason will be wearing the **climacool pique geo block polo** throughout the competition in the key summer colourways of mineral blue, shock red, stone and halo blue.





Sergio Garcia will be wearing the distinctive **climacool geo print polo** as he hopes to improve on his previous best finish of T4 at Augusta. With its camouflage print, the shirt is again available in mineral blue, shock red, stone and halo blue and will be paired with the **puremotion® stretch 3-Stripes pant**.

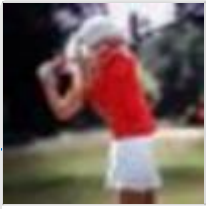


Like Day and Garcia, Dustin Johnson will also be **Geared For More** in key items from adidas Golf's Spring / Summer 2016 range. Notably, Dustin will be wearing the **TOUR360 Prime BOOST** shoe throughout the week in both the blue and red colourways.

TOUR360 shoes were first introduced by adidas Golf 10 years ago and have been developed over time to perfectly meet the needs of the modern athlete. With its iconic TOUR360 wrap for support, the shoe is incredibly stable, and thanks to the addition of BOOST technology also unbelievably comfortable. The TOUR360 Prime BOOST will be available in Europe in very limited supply from June 1.

The TOUR360 shoe has already had some fantastic success in 2016 with Jason Day and Brandt Snedeker notching up notable wins on the PGA TOUR.

For more information, please visit: www.adidas.com/golf



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ABOUT EUROPE

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.

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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