**adidas Football Launches the all-new Predator 18+**

**- New silo available as part of the Skystalker pack in stadium, cage and street versions –**

**- Innovations include a hybrid stud tip configuration and new CONTROLSKIN -**

**- Boot to be worn on-pitch from today by the likes of Paul Pogba, Ivan Rakitic, Dele Alli and Mesut Ozil -**

**Herzogenaurach, [22 November] –** adidas Football has today re-launched the game’s most iconic boot, the adidas Predator. The Predator 18+ is released as part of the Skystalker pack - alongside the X and NEMEZIZ silos – and takes inspiration from iconic Predator models while being brought up to date through modern tooling and innovation.

The Predator 18+ features a black, red and gold colourway and includes an updated Primeknit **SOCKFIT COLLAR,** engineered to naturally expand to the foot’s shape while ensuring a supportive fit. The Primeknit material includes a layer of **CONTROLSKIN** for optimal grip in any condition alongside an **ANATOMICAL UPPER** which mimics the heel’s shape to provide ultimate lockdown.

A **PURECUT LACELESS** system ensures maximum surface control while a **FORGED KNIT** integrated midfoot support structure creates medial and lateral stability to support complex movements. An updated **CONTROLFRAME** with high performance polyamide layers is designed to stabilise movement and a new hybrid stud tip configuration amplifies rotation and traction. A full length **BOOST™** midsole provides energy return with every step.

Sam Handy, VP of Design for adidas Football, said: “When designing the Predator 18+ we wanted to create the most innovative boot on the market while staying true to the very ethos of what made the Predator such an iconic boot. We wanted to create a boot for those players who control the game through a killer touch or defence-splitting pass. The new Predator will provide athletes such as Paul Pogba and Dele Alli with the tools they need to maximise their own creativity; such as the introduction of a CONTROL skin and a new hybrid stud configuration to support the dynamic movement required for professional athletes.”

The Predator 18+ is also available as a cage shoe. It features the same **SOCKFIT COLLAR** construction, **PURECUT LACELESS** upper and **CONTROLSKIN** as the on-pitch boot; along with a full length BOOST™ midsole and traction studs.

Taking the shoe from the stadium to the street, the Predator is also available as a lifestyle sneaker. It features a **KNITTED** upper and the iconic collar shape of the cleat show, combined with full length **BOOST™** tooling in the sole.

The latest Predator boot will be worn on-pitch from today by the likes of Paul Pogba, Dele Alli Ivan Rakitic and Mesut Ozil.

For further information please visit adidas.com/football or follow **@adidasfootball** on Instagram or twitter to join the conversation.

**- END -**

**For further media information please visit** [**http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL**](https://urldefense.proofpoint.com/v2/url?u=http-3A__news.adidas.com_GLOBAL_PERFORMANCE_FOOTBALL&d=DwMFAw&c=5oszCido4egZ9x-32Pvn-g&r=ejfi0Fp458JEXSYrr1445YyHXJxypjLWyRQ3-waFQwo4OQK8Xs-9lZP4U6BFu65G&m=Kpj9LSUphr34BayZUwDzHCmebyCDw5GGlsw2UYgwbBs&s=vumAeWfgX683DIz7hy8uI3dHjfn94g-AgQLdI7ZRjxI&e=) **or contact:**

|  |  |
| --- | --- |
| Stuart Gower  Global PR Manager, adidas Football  Email: [Stuart.Gower@adidas.com](mailto:Stuart.Gower@adidas.com)  Tel: +4917/036/225/82 |  |

**Notes to editors:**

**About adidas Football**

adidas is the global leader in football. It is the official sponsor / official supplier partner of the most important football tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League and the UEFA European Championships. adidas also sponsors some of the world’s top clubs including Manchester United, Real Madrid, FC Bayern Munich, Juventus 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.