



adidas Barricade range evolves for 2018 tennis season

- Introducing the lightest Barricade shoe for 2018 tennis season -
- BOOST technology keeps every step charged with endless energy -
- adidas introduces women's Barricade shoes for the pure performer -



Herzogenaurach, Germany, 3rd January 2018: adidas introduces updates to its market leading Barricade shoe range for the 2018 tennis season, announcing the addition of women's shoes and the latest innovations to make this the lightest Barricade range to date. Innovation, design and craftsmanship make the Barricade shoes perform to the highest standard on all surfaces.

BARRICADE 2018 BOOST

Standing for security and durability, the **2018 Barricade BOOST** is the lightest to date, providing ultimate energy, comfort and responsiveness to every step through BOOST technology, alongside the stability and comfort of Barricade.

The **Barricade BOOST** allows for every step to be charged with an endless supply of light, fast energy through the shoe's energy returning properties. In addition, dynamic fit and comfort comes from the forged mesh upper made from seamless, stretchable material with fully integrated support.



Supporting the latest BOOST innovations, the Barricade continues to provide maximum mid-sole support and fit with its GEOFIT construction which adapts to the anatomy of the wearer's foot. The **Barricade BOOST 2018** also features ADITUFF for better abrasion resistance and ADIWEAR 6, offering ultimate high-wear durability.

The **Barricade BOOST 2018** will be worn by Jo-Wilfried Tsonga.

BARRICADE

The new **Barricade 2018** is built for the pure performer and is available for both men and women. Designed with a forged mesh upper for dynamic fit, comfort and stability, the shoe now provides fully integrated support for the most stable and durable shoe on court.

With the strength of a full-length ADIPRENE + sole, the Barricade 2018 optimises cushioning and rebounding, supported by ADIWEAR 6 for the ultimate high-wear durability and ADITUFF providing the shoe with better abrasion resistance in the toe area.

The **Barricade 2018** women's shoe features all the technical innovations present in the men's model, however the inner shape of the shoe is specific to a woman's foot, allowing for comfort and the highest technical performance available to female players also. Hitting the court in 8 new colourways, **Barricade 2018** is adidas' ultimate technical tennis footwear for both men and women.

The **Barricade 2018** will be worn by Jelena Ostapenko.

The new 2018 adidas Barricade are available from 3rd January 2018 at <http://www.adidas.com/tennis>. Follow the conversation at @adidastennis on twitter.

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Notes to editors:

About adidas Tennis

adidas Tennis is represented by top players such as Angelique Kerber, Garbiñe Muguruza, Caroline Wozniacki, Tomas Berdych, Lucas Pouille, Dominic Thiem, Jo-Wilfried Tsonga and Sascha Zverev. For more information on adidas Tennis, please visit www.adidas.com/tennis. For additional images please visit our media news room on news.adidas.com and follow us on Twitter or on Instagram under @adidasTennis.

About adidas

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 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.