adidas Golf Strengthens Roster; Agrees on New Sponsorship Terms with Sergio Garcia, Xander Schauffele and Tyrrell Hatton

CARLSBAD, Calif. (January 2, 2018) – The original sports brand is deepening its already-strong roster of top professional golfers to join the 3-Stripes family. Today adidas Golf announced that it has extended the contract of 2017 Masters Champion Sergio Garcia, re-signed 2017 PGA TOUR Rookie of the Year and TOUR Championship winner Xander Schauffele, and signed three-time European Tour winner Tyrrell Hatton to apparel and footwear contracts. The three players round out a stellar group of marquee athletes, joining world No. 1 Dustin Johnson, world No. 4 and European Tour Rookie of the Year Jon Rahm, and world No. 6 Justin Rose.

Sergio Garcia is no stranger to the adidas brand. Ever since turning professional nearly 20 years ago following his low amateur honors at the Masters in 1999, Sergio has worn adidas apparel and footwear on the course. This multi-year extension will continue to include headwear in addition to apparel and footwear. Following a 2017 where Sergio had three worldwide wins that included his first major, he will look to become the fourth player in Masters history to defend his title when he heads to Augusta in April. He’ll begin his 2018 campaign at the SMBC Singapore Open. He’s currently ranked No. 11 in the world.

“The adidas brand is as much a part of my life off the golf course as it is on,” said Sergio Garcia. “I’m just as excited today to extend our relationship as I was when I first signed with adidas when I turned pro in 1999.”

Following an impressive 2017 season that was highlighted by two wins and the PGA TOUR Rookie of the Year award, world No. 25 Xander Schauffele re-signs a multi-year apparel and footwear contract with adidas that will also include headwear. He will join Sergio as the only other PGA TOUR player to wear the adidas Badge of Sport logo on the front of his hat. Schauffele is a 2018 Team USA Ryder Cup hopeful following his breakout 2017 season, and will make his first start of 2018 at the Sentry Tournament of Champions in Hawaii, competing against fellow PGA TOUR winners from the 2017 calendar year.

“Growing up in a German family, and especially one dedicated to sports, adidas has always been a part of my life,” said Xander Schauffele. “I’ve also been wearing the 3-Stripes since I turned pro in 2015 and I’m excited for that partnership to continue for years to come.”

A rising star on the European Tour who will also play in select PGA TOUR events in 2018, world No. 16 Tyrrell Hatton has agreed to a multi-year deal with adidas that will feature him in apparel and footwear. Hatton’s recent success – three wins in the past two seasons on the European Tour – also puts him in contention to qualify for Team Europe at the 2018 Ryder Cup. His first start in the 3-Stripes will be at the 2018 Abu Dhabi HSBC Championship later this month.

“This is an amazing time to be joining adidas,” said Tyrrell Hatton. “There’s an excitement with the brand as a leader in golf and I look forward to being part of the adidas family.”

The new contract extensions and signings mark a new chapter for adidas Golf as part of the global adidas brand; proving its commitment to the sport. The focus remains to create the best apparel and footwear for golfers everywhere, and the best players in the world are continuing to rely on their products to help them perform on the course.

“It’s extremely rewarding to know that the best golfers in the world are impressed enough with our products to want to have a professional relationship with us,” said Jeff Lienhart, president, adidas Golf. “We’re aligning ourselves with players who not only perform on the course, but also fit the brand and culture we have at adidas. To work with players like DJ, Sergio, Justin and Tyrrell is spectacular, but to also include two young players in Xander and Jon – the top-two Rookies of the Year in 2017 from both of the world’s top professional tours – we know there’s a bright future ahead for all of us.”

**About the adidas Group**

adidas is a global leader in the sporting goods industry with the core brands adidas and Reebok. Headquartered in Herzogenaurach/Germany, the Group employs more than 60,000 people across the globe and generated sales of € 19 billion in 2016.