adidas Golf Introduces the Ultimate Polo

[**https://youtu.be/BcrsEjcCbac**](https://youtu.be/BcrsEjcCbac)

CARLSBAD, Calif. – (January 9, 2018) – The staple of golf apparel for players everywhere has always been the polo. After gathering feedback and insights from golfers all over the world, today adidas Golf is unveiling the newest member of the ultimate family – the Ultimate Polo. The new polo offers everything golfers need, and nothing they don’t.

Building off the success that made the ultimate bottoms the best in its category, the Ultimate Polo targets the most important thing that golfers expect from a polo: consistency of fit. Designed specifically with that in mind, the wearer will find that the fit is the same regardless of style. As golfers usually own more than one polo, having a consistency of fit across styles makes the Ultimate Polo a reliable choice time after time.

Engineered with four-way stretch and durable stitch construction, the Ultimate Polo allows golfers to feel a more balanced weight in the garment throughout the round. adidas wanted to make sure that there was the right amount of stretch to provide the mobility needed throughout the golf swing, but still include the breathability and comfort that players come to expect.

“This is the best-fitting polo we’ve ever designed,” said Jeff Lienhart, president, adidas Golf. “We listened to players everywhere and put in just the right amount of everything players need – breathability, stretch, drape and weight. This polo is certainly worthy of the name.”

It’s not always what golfers can feel that makes the difference. Unseen benefits of the Ultimate Polo include moisture management for fast-drying performance, along with UPF 50+ material that offers the wearer ultimate sun protection, which is important no matter the season.

The Ultimate Polo is available in a variety of colorways in both men’s and women’s styles, including a sleeveless version for women, starting at $65 and $55, respectively. Golfers everywhere can find the Ultimate Polo at [adidas.com](http://a.did.as/6000DK6pn) as well as at select golf shops and retailers worldwide.

**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.