**EMBARGOED UNTIL MONDAY 15th JANUARY, 10AM CET**

**adidas Football Launches Latest Boot In The Copa Franchise: COPA18.1**

**- COPA18.1 arrives in bold black, red and white colourway -**

**- Boot is an upgrade on the COPA17, featuring new innovations –**

**- COPA18.1 also available in a cage version -**

**[INSERT HERO IMAGE]**

**Herzogenaurach, 15th January –** adidas Football has today revealed COPA18.1, the latest release in the COPA franchise, designed with support and comfort at its heart. Originally launched in the late ‘70s with the COPA Mundial, the COPA family has outclassed opposition teams all over the world for the last 38 years.

Benefiting from the most advanced performance materials, COPA18.1 combines the upper from the COPA17 with an all-new **Leather Embossed Vamp** and innovative **Sock Construction System**, making it the most lightweight COPA to date and providing more stability than ever.

It features a classic, premium K-leather upper for unrivalled ball touch and optimum comfort. An internal **X-Ray Vamp Cage** brings the foot closer to the ball to reduce slippage, while a **Compression Fold-Over Tongue** provides improved supportive fit and stability.

The **Comfort Internal Construction** features foam pads and the new moulded **Ortholite Sockliner** offers an enhanced cushioning experience for unmatched comfort.

A **Sprintframe** plate provides stability while **Conical Studs Tips** have been aligned in a classic set-up for smooth ground penetration, with a modern arch in the midfoot area for increased stability

COPA18.1 is also available in a cage shoe and features the same fold-over tongue, compression sock construction and premium K-leather upper as the on-pitch boot. A BOOST™ midsole, EVA strip and rubber outsole provides the tools required to dominate the cage.

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

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**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:**

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**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.