**adidas Football Reveals New Cold Blooded Predator 18+**

**- New boot is part of the Cold Blooded pack available in stadium, cage and street versions -**

**- Cold Blooded Predator 18+ is the first new colourway of the re-released Predator and features a bold white and red colour scheme -**

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

**Herzogenaurach, 25 January –** adidas Football has today launched the first new colourway of the re-released Predator 18+. The Cold Blooded Predator 18+ features as part of the Cold Blooded pack - alongside X and NEMEZIZ silos – and is available in a striking white and red colourway.

The boot features a **PURECUT LACELESS** system to deliver maximum surface control while a **FORGED KNIT** integrated midfoot structure creates medial and lateral stability. It also features a **CONTROLFRAME**, designed to stabilise movement, while a new hybrid stud tip configuration amplifies rotation and traction. A full length **BOOST™** midsole provides energy return with every step.

The latest Predator 18+ includes a red Primeknit **SOCKFIT COLLAR** designed to naturally expand to the foot’s shape and ensure a supportive and comfortable fit. The Primeknit material features a layer of **CONTROLSKIN** that provides optimal grip whatever the conditions and an **ANATOMICAL UPPER** mimics the shape of the heel to lock the foot into place.

The Cold Blooded Predator 18+ is also available as a cage shoe. The cage version 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. Following the adidas strategy of taking the shoe from the stadium to the street, the Predator is also available as a lifestyle shoe.

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.