**adidas Football Unveils New Cold Blooded X17+ 360 SPEED**

**- Latest adidas Football release comes in striking white and red colourway -**

**- Cold Blooded X17+ 360 SPEED to be worn by the game’s most lethal players -**

**- Key features include PURECUT SOCK SYSTEM, NON STOP GRIP (NSG) and a SPRINTFRAME outsole -**

**Herzogenaurach, 25 January** – adidas Football has today released the new Cold Blooded X17+ 360 SPEED, part of the Cold Blooded collection. The boot is built for the game’s most lethal players and will be worn on-pitch by some of adidas’ brightest stars, including Luis Suárez, Gabriel Jesus and Gareth Bale.

The Cold Blooded X17+ Stadium boot features:

* Bold white colourway with a red graphic design
* NON STOP GRIP (NSG) finish, providing unrivalled levels of control
* PURECUT SOCK SYSTEM, with laces hidden under an upper layer
* SPRINTFRAME outsole to create stability when changing direction at high speed

The Cold Blooded X17+ Cage shoe includes:

* The same features as the stadium boot, plus a gum finish used on the outsole

Cold Blooded X17+ 360 SPEED is available from today at adidas.com/football and adidas retail stores.

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.