adidas Golf Renamed as Official Uniform Provider of USA GOLF

CARLSBAD, Calif. (February 20, 2018) – The players representing the stars and stripes on the golf course in Tokyo in two years will once again be wearing apparel designed by the 3-Stripes. Today adidas announced that it will be the Official Uniform Provider of USA GOLF for the 2020 Olympic Games. Apparel will be specifically designed to showcase the colors of the United States while infusing the technology that only adidas can provide.

Designs for the USA GOLF apparel in Tokyo are already underway, but adidas will be releasing a special USA-inspired collection on June 1, 2018 that will feature apparel and accessories for those looking to get a head start on their USA spirit heading into the Ryder Cup and beyond.

“It was a clear choice to continue our relationship with adidas following the success we saw for USA GOLF in Rio,” said Andy Levinson, executive director, USA GOLF. “We anticipate another successful year for all of our players that qualify for Tokyo and know they will be in the best apparel to help them succeed on the course.”

In addition to the men’s and women’s teams wearing the apparel in Tokyo, adidas is outfitting both teams for the 2018 Youth Olympic Games and 2019 Pan-Am Games. Casual golf apparel will also be provided for player caddies and USA GOLF staff for all events.

“Golf is already a global sport, but the Olympics shine a special spotlight on the game we love,” said Jeff Lienhart, president, adidas Golf. “That’s why we’re honored that we’ve been chosen once again to design and develop the apparel that will be worn by the players who represent USA GOLF in Tokyo. It’s a trust we don’t take lightly, and we’ll be focused on developing the best products for the players competing; just as we do every day for golfers everywhere.”

adidas was the Official Uniform Provider for USA GOLF in Rio de Janeiro as the sport made its return to the event for the first time since 1904.

**About USA GOLF Federation, Inc.**

The mission of USA GOLF is to pursue competitive success in Olympic, Paralympic or Pan American competition and to contribute to the development of future elite American golfers. USA GOLF is recognized by the United States Olympic Committee and the International Golf Federation as the National Governing Body that will officially name and manage the men’s and women’s U.S. Olympic golf teams. For more information, visit [www.teamusa.org/USA-Golf](http://www.teamusa.org/USA-Golf).

**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.