



## adidas adizero range evolves for 2018 tennis season

- Introducing the latest adizero Ubersonic 3 shoe for 2018 tennis season –
- The next generation of the fast and light flagship model of the adizero range with updated performance features – for better fit and unmatched comfort –
- To be worn on court by top tier athletes like Lucas Pouille –



**Herzogenaurach, Germany, 3 July 2018:** adidas introduces an update to its market leading **adizero Ubersonic** shoe range for the 2018 tennis season, with the new adizero Ubersonic 3 set to be worn on court by leading players as Lucas Pouille. Featuring updated technical features and a new design, offering increased stability and comfort while retaining its light and fast feel that the shoe franchise is known for.

From concept through to manufacturing, the **adizero Ubersonic 3** is designed to be extremely light, flexible and durable. This futuristic version of the adizero Ubersonic comes with a porcelain-like midsole and a brand-new silhouette that combines clean optics, wearability and performance to help the next generation creator better express his fast and fearless attitude.

The shoe features an interlocking fibre technique and dyneema thread to make the **adizero Ubersonic 3** shoe more breathable and stable. The shoe also includes a PU midsole covered in a beautiful and thin porcelain-like foil that brings the athlete closer to the court. A long



lasting cushioning and hexagon texture adds the finishing technical touch, bringing stability and comfort to the shoe.

**Klaus Tomczak**, the Design Director at adidas Tennis explains the thinking behind the design: “We are targeting next generation consumers with this concept. They live and breathe tennis day to day; tennis is their game. The adizero Ubersonic 3 is the Next Gen personified in a shoe.”

**Lucas Pouille** comments: “Klaus and all the adidas team have done an amazing job with the adizero Ubersonic 3. The shoe is confident, creative and looks incredibly cool! I am so excited to get onto the court wearing these.”

The new adizero Ubersonic 3 will be available from 3<sup>rd</sup> July 2018 at <http://www.adidas.com/tennis>. Follow the conversation at @adidastennis on twitter.

**ENDS**

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Notes to editors:

#### **About adidas Tennis**

adidas Tennis is represented by top players such as Angelique Kerber, Garbiñe Muguruza, Caroline Wozniacki, Tomas Berdych, Lucas Pouille, Dominic Thiem, Jo-Wilfried Tsonga and Sascha Zverev. For more information on adidas Tennis, please visit [www.adidas.com/tennis](http://www.adidas.com/tennis). For additional images please visit our media news room on [news.adidas.com](http://news.adidas.com) and follow us on Twitter or on Instagram under @adidasTennis.

#### **About adidas**



The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas and Reebok. Headquartered in Herzogenaurach, Germany, the Group employs more than 56,888 people across the globe and generated sales of around € 21.2 billion in 2017.