

FALL / WINTER
PRESS KIT
2018



TERREX

HERE TO CREATE





**THIS IS WINTER '18,
THIS IS ADIDAS TERREX.**

WE'RE THE CREATOR BRAND IN THE OUTDOORS.
WE MAKE RULES. WE INNOVATE.

HOW? TAKE THE NEW PARLEY OCEAN PLASTIC™
3L JACKET – A FULLY FEATURED WATERPROOF
MOUNTAIN JACKET MADE FROM UPCYCLED
PLASTIC WASTE.

HOW? TAKE THE UPDATED CLIMAHEAT AGRAVIC
DOWN JACKET AND VEST – MADE WITH PERTEX®
QUANTUM®.

HOW? TAKE THE TERREX FAST GTX® SURROUND
– A TECHNICAL FAST HIKING SHOE FEATURING
CONTINENTAL RUBBER OUTSOLE FOR 32% MORE
GRIP AND A SPECIFIC EVA MIDSOLE FOR ENHANCED
BREATHABILITY.

WE RUN. WE HIKE. WE CLIMB.
WE BIKE. WE SKI-TOUR.
THIS IS WINTER. THIS IS OUR PLAYGROUND.
WE'RE HERE TO CREATE THROUGH THE
UPS AND DOWNS.

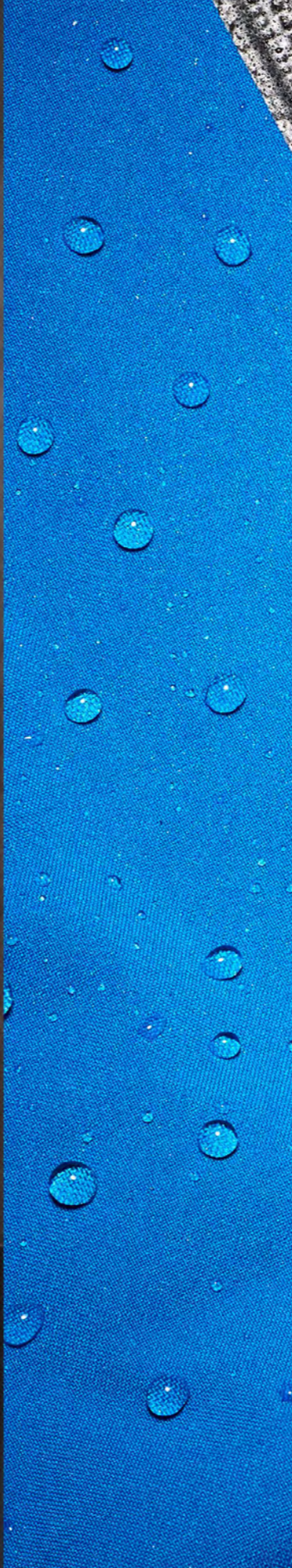
#HERETOCREATE

PRESS KIT
F/W - 2018



adidas TERREX HERE TO CREATE

MULTIMOUNTAIN
ACTIVITIES



ZIP UP,
CLEAN
UP

TERREX PARLEY MULTI 3LAYER JACKET

A LIGHTWEIGHT, WATERPROOF
AND BREATHABLE JACKET,
CONSTRUCTED FROM PARLEY
OCEAN PLASTIC™ TO PREVENT
WASTE FROM ENTERING
OUR OCEANS

FULLY ADJUSTABLE HOOD
Adjustability and comfort
for multiple activities

adidas
TERREX

MADE WITH
PARLEY



×CLIMAPROOF
Protection from rain,
wind and snow
Tested 10,000mm
water column

PRODUCT HIGHLIGHTS

RISE UP
WHEN IT
POURS
DOWN

TERREX FAST GTX® SURROUND®

A LIGHTWEIGHT
HIKING SHOE, BUILT
FOR FAST-PACED,
MULTI-MOUNTAIN
ACTIVITIES.

GORE-TEX®
SURROUND®

Breathable, waterproof,
360 degree climate comfort

adidas
TERREX

SPEEDLACING
CONSTRUCTION
For fast and
snug lacing



Continental
RUBBER OUTSOLE

Extraordinary grip in wet
and dry conditions



1. TERREX PARLEY 3 LAYER JACKET RRP €250

How do you turn pollution into performance? adidas' partnership with Parley for the Oceans integrates eco-innovation into design, in a move that benefits both athletes and the ocean.

adidas TERREX is working with Parley for the Oceans to transform plastic waste into high-performance sportswear by upcycling plastic collected on shorelines and in coastal areas. By transforming this waste into technical materials, we are preventing plastic from entering the ocean and creating change that drives long-term solutions.

Parley for the Oceans' innovative technical yarn is used in this versatile, fully-featured waterproof 3L jacket (10,000 mm waterproof column) with a membrane that provides optimal breathability and comfort. The outer shell fabric is made of Parley Ocean Plastic™, and expresses an eco-innovative approach in the outdoors. New for F18, this highlight multi-sport rain jacket features reduced seam construction providing supreme protection from rain, wind and snow. The feature set includes a fully adjustable, helmet compatible hood, two external chest pockets and two side ventilation zipper pockets. Bonded velcro cuff closures and adjustable hem complete the package on this new slim-fit jacket that weighs in at just 500g (men's medium).

[Click here for product photography.](#)

2. TERREX STOCKHORN FLEECE JACKET RRP €100

All-mountain activity fleece featuring Climawarm technology with four-way stretch construction. The innovative grid fleece structure traps more warmth than a normal brushed fleece backside, offering increased resistance and durability without sacrificing breathability.

[Click here for product photography.](#)

3. TERREX MULTI PANTS RRP €100

Made for versatile mountain sports activities, our multi-purpose hiking pants are the perfect partner for outdoor adventures. Four-way stretch soft shell material allows enhanced freedom of movement. An elastic waistband with drawcords provide improved fit and comfort. Accessible features include belt loops, an adjustable hem and two side pockets with zips. An all-time favourite piece for diverse mountain sports activities in a regular fit, at a lightweight 333g.

[Click here for product photography.](#)

4. TERREX FAST GTX® SURROUND® RRP MID GTX €180/ LOW GTX €160

When you're in the zone, why stop? The TERREX FAST GTX® SURROUND® takes you from fast hike to trail run seamlessly. Designed with GORE-TEX® SURROUND® technology for 100% waterproof protection and 360 degrees of breathability - perfect for fast-paced, multi-mountain activities.

GORE-TEX® Surround® keeps feet dry and comfortable in cold, moderate and warmer conditions. Ventilation through the midsole sidewall with closed outsole and GORE-TEX® Extended Comfort Footwear membrane ensures breathability. The midsole design has an engineered foot bed with a totally new ventilation channel pattern under the foot, ergonomically placed to offer both optimal cushion and climate comfort. Lightweight and flexible, they feature an abrasion-resistant textile upper with protective weldings, perfect for fast hiking tours that could turn into short trail runs with a small backpack.

The outsole features Continental rubber with a dynamic lug profile for 32% more grip compared to competitors. Speed Lacing for fast lacing, a snug fit and an EVA tongue top for extra comfort and lace pressure distribution complete this shoe.

[Click here for product photography.](#)

5. TERREX SOLO 40 LIGHTWEIGHT RRP €150

This multi-activity backpack is made with durable, water-resistant materials and comes with an ergonomic pre-shaped backplate for exceptional fit and load distribution. A moulded Climacool backpanel with ventilation channels ensures improved airflow, while anatomically shaped hip fins ensure a secure fit and comfort.

[Click here for product photography.](#)

1. TERREX PARLEY 3 LAYER JACKET RRP €250

How do you turn pollution into performance? adidas' partnership with Parley for the Oceans integrates eco-innovation into design, in a move that benefits both athletes and the ocean.

adidas TERREX is working with Parley for the Oceans to transform plastic pollution into high-performance sportswear by upcycling plastic collected on shorelines and in coastal areas. By transforming this waste into technical materials, we are preventing plastic from entering the ocean and creating change that drives long-term solutions.

Parley for the Oceans' innovative technical yarn is used in this versatile, fully-featured waterproof 3L jacket (10,000 mm waterproof column) with a membrane that provides optimal breathability and comfort. The outer shell fabric is made of Parley Ocean Plastic™, and expresses an eco-innovative approach in the outdoors. New for F18, this highlight multi-sport rain jacket features reduced seam construction providing supreme protection from rain, wind and snow. The feature set includes a fully adjustable, helmet compatible hood, two external chest pockets and two side ventilation zipper pockets. Bonded velcro cuff closures and adjustable hem complete the package on this new slim-fit jacket that weighs in at just 488g (women's small).

[Click here for product photography.](#)

2. TERREX STOCKHORN FLEECE JACKET RRP €100

All-mountain sport activity fleece featuring Climawarm technology with four-way stretch construction. The innovative grid fleece structure traps more warmth than a normal brushed fleece backside, offering increased resistance and durability without sacrificing breathability.

[Click here for product photography.](#)

3. TERREX MULTI PANTS RRP €100

Made for versatile mountain sports activities, our multi-purpose hiking pant is the perfect partner for outdoor adventures. Four-way stretch soft shell material allows enhanced freedom of movement. An elastic waistband with drawcords provides improved fit and comfort. Accessible features include belt loops, an adjustable hem and two side pockets with zips. An all-time favourite piece for diverse mountain sports activities in a regular fit, at a light 333g.

[Click here for product photography.](#)

4. TERREX FAST GTX® SURROUND®

RRP MID GTX €180/ LOW GTX €160

When you're in the zone, why stop? The TERREX FAST GTX® SURROUND® takes you from fast hike to trail run seamlessly. Designed with GORE-TEX® SURROUND® technology for 100% waterproof protection and 360 degrees of breathability – perfect for fast-paced, multi-mountain activities.



GORE-TEX® Surround® keeps feet dry and comfortable in cold, moderate and warmer conditions. Ventilation through the midsole sidewall with closed outsole and GORE-TEX® Extended Comfort Footwear membrane ensures breathability.

The midsole design has an engineered foot bed with a totally new ventilation channel pattern under the foot, ergonomically placed to offer both optimal cushion and climate comfort.

Lightweight and flexible, they feature an abrasion-resistant textile upper with protective weldings, perfect for fast hiking tours that could turn into short trail runs with a small backpack.

The outsole features Continental rubber with a dynamic lug profile for 32% more grip compared to competitors. Speed Lacing for fast lacing, a snug fit and an EVA tongue top for extra comfort and lace pressure distribution complete this shoe.

[Click here for product photography.](#)

5. DAYPACK RRP €80

An extremely lightweight yet durable backpack, the TERREX daypack provides incredible functionality and comfort. adidas' Climacool shoulder straps and back panels make the backpack super comfortable for outdoor activities. Features include fleece lined sunglasses pocket and mesh pockets for water bottles and an optional hydration bladder can be added inside the backpack. Handy drawcords on the front allow you to strap your jacket while hiking.

[Click here for product photography.](#)

WINTER TRAIL
RUNNING



HEATS YOU
UP WITHOUT
WEIGHING
YOU DOWN

TERREX CLIMAHEAT
DOWN JACKET

A LIGHTWEIGHT AND PACKABLE
JACKET DESIGNED TO BE ALL
ABOUT WARMTH WITH NONE OF
THE WEIGHT TO SLOW YOU DOWN

CLIMAHEAT
Super-warm and dry in
the coldest weather

adidas
TERREX

PERTEX QUANTUM
Ultra-lightweight,
downproof
construction

HEAT SEALS ON
COLLAR AND CUFFS
Keeps warm air in



PRODUCT HIGHLIGHTS

FLY DOWN,
DON'T FALL
DOWN

TERREX
AGRAVIC XT GTX®

MADE FOR
TECHNICAL TRAILS
WHERE STABILITY
AND PROTECTION
ARE PARAMOUNT

BREATHABLE SOCK
LIKE CONSTRUCTION
For a snug fit
and comfort

GORE-TEX®
Waterproof protection with
enhanced breathability

adidas
TERREX



BOOST
MIDSOLE
Endless energy,
and cushioning with
high adaptability on
rocky surfaces

Continental
RUBBER OUTSOLE
Extraordinary grip in wet
and dry conditions



1. TERREX CLIMAHEAT DOWN JACKET RRP €350

The TERREX Climaheat Down is our most innovative jacket to date, with incredible attention to detail going into every stage of the design process to deliver a piece that is packed with clever features. A patent-pending heat seal baffle construction provides improved heat retention and gives a distinctive new quilting pattern. The RDS certified water-resistant 90/10 HyperDRY™ Goose Down goose down filling, combined with 800FP light Pertex® Quantum® fabric ensure it's the warmest down jacket out there whilst maintaining an incredibly light 25g per sq m fabric, boasting one of the most impressive weight-to-warmth ratios on the market. Two side zipper pockets keep your belongings safe, while the jacket neatly packs into its own pocket. Topped off with elastic cuff bindings, adjustable hood and heat seals on the collar and cuffs, you'll keep warm even in the coldest conditions. Weight 452g (men's medium). [Click here for product photography.](#)

2. TERREX AGRAVIC ALPHA HOODED SHIELD RRP €150

One of our ultimate highlight pieces, this multi-functional trail running-inspired Alpha Hooded Shield is not just your average wind jacket. The functional hybrid construction with Polartec® Alpha® insulation in the front offers great warmth, while the Pertex® Quantum® woven adds great lightweight durability and added weather protection. Body mapping mixed material construction offers versatility and optimal moisture management. Features include an adjustable hem, two hand pockets and a pack-it pocket. [Click here for product photography.](#)

3. TERREX AGRAVIC LONGSLEEVE RRP €120

Combining the comfort and warmth of a base layer with protection against the harshest of weather conditions for fast paced activities, the Agravic LS features a hybrid body construction. Polartec® Alpha® insulation and our Polartec® Power Grid® fleece material make this a very lightweight product offering great insulation with impressive moisture management. A 1/2 zip is another addition this season for versatile ventilation when you need it.

[Click here for product photography.](#)

4. TERREX AGRAVIC TRAIL RUNNING TIGHTS RRP €70

This new hybrid tight is the perfect companion to winter trail runs. Woven material at the front provides wind protection and warmth in this highlight piece. With its body mapping concept and pre-shaped knees, the Agravic tight boasts a combination of materials that offer better protection at areas where it is needed. Features reflective zips for visibility and a security back pocket with a zip keeps belongings safe.

[Click here for product photography.](#)

5. TERREX AGRAVIC SHORTS RRP €80

Breathable and quick drying, these men's high performance outdoor shorts provide excellent moisture management and athletic comfort thanks to active four-way-stretch fabric and a bonded construction. The wind and water resistant woven material offers optimal protection. Perfect pocket configuration keeps energy gels secure yet easy to access. An elastic adjustable waistband for perfect fit and comfort completes the package, weighing a light 75g.

[Click here for product photography.](#)

6. TERREX AGRAVIC XT GTX RRP €180

For endless energy on mountain runs, push your limits with BOOST™ energy return. BOOST™ is our most responsive cushioning ever: the more energy you give, the more you get. These men's trail running shoes are built for trail adaptation, with a sturdy textile upper and protective TPU overlays. The breathable GORE-TEX® membrane keeps feet dry through wet weather. The XT (Extreme Terrain) is built for all conditions, and on and off trail exploring. The Continental rubber outsole is designed for ultimate grip on the trails - up to 32% more grip on a variety of different surfaces than other brands. The only shoe on the market at this price point that combines GTX with benefits of Continental and BOOST™, the rubber outsole design is inspired by the Continental MTB tyre 'The Kaiser Project'. A BOOST™ midsole offers high adaptability on rocky surfaces and the perfect balance of energy return. A GORE-TEX® extended comfort membrane keeps feet dry (100%PES), while outdoor specific EVA frames with extended side wings give extra stability. Abrasion resistant weldings for protection complete the shoe, with a heel/forefoot drop of 6mm.

[Click here for product photography.](#)

1. TERREX CLIMAHEAT DOWN JACKET RRP €350

The TERREX Climaheat Down is our most innovative jacket to date, with incredible attention to detail going into every stage of the design process to deliver a piece that is packed with clever features. A patent-pending heat seal baffle construction provides improved heat retention and gives a distinctive new quilting pattern. The RDS certified water-resistant 90/10 HyperDRY™ Goose Down goose down filling, combined with 800FP light Pertex® Quantum® fabric ensure it's the warmest down jacket out there whilst maintaining an incredibly light 25g per sq m fabric, boasting one of the most impressive weight-to-warmth ratios on the market. Two side zipper pockets keep your belongings safe, while the jacket neatly packs into its own pocket. Topped off with elastic cuff bindings, adjustable hood and heat seals on the collar and cuffs, you'll keep warm even in the coldest conditions. Weight 360g (women's small).

[Click here for product photography.](#)

2. TERREX AGRAVIC ALPHA HOODED SHIELD RRP €150

One of our ultimate highlight pieces, this multi-functional trail running-inspired alpha hooded shield is not just your average wind jacket. The functional hybrid construction with Polartec® Alpha® insulation in the front offers great warmth, while the Pertex® Quantum® Air stretch woven adds great lightweight durability and added protection. Body mapping mixed material construction offers versatility and optimal moisture management. Features an adjustable hem, two hand pockets and a pack-it pocket.

[Click here for product photography.](#)

3. TERREX AGRAVIC LONGSLEEVE RRP €120

Combining the comfort and warmth of a base layer with protection against the harshest of weather conditions for fast paced activities, the Agravic LS features a hybrid body construction. Polartec® Alpha® insulation and our Polartec® Power Grid® fleece material make this a very lightweight product offering great insulation with impressive moisture management. A 1/2 zip is another addition this season for versatile ventilation when you need it.

[Click here for product photography.](#)

4. TERREX AGRAVIC TRAIL RUNNING TIGHTS RRP €80

This new hybrid tight is the perfect companion to winter trail runs. Woven material at the front provides wind protection and warmth in this highlight piece. With its body mapping concept and pre-shaped knees, the Agravic tight boasts a combination of materials that offer better protection at areas where it is needed. Features reflective zips for visibility and a security back pocket with a zip keeps belongings safe.

[Click here for product photography.](#)



5. TERREX AGRAVIC SHORTS RRP €80

Breathable and quick drying, these women's high performance outdoor shorts provide excellent moisture management and athletic comfort thanks to active four-way-stretch fabric and a bonded construction. The wind and water resistant woven material offers optimal protection. Perfect pocket configuration keeps energy gels secure yet easy to access. An elastic adjustable waistband for perfect fit and comfort completes this regular fit short, weighing a light 72g.

[Click here for product photography.](#)

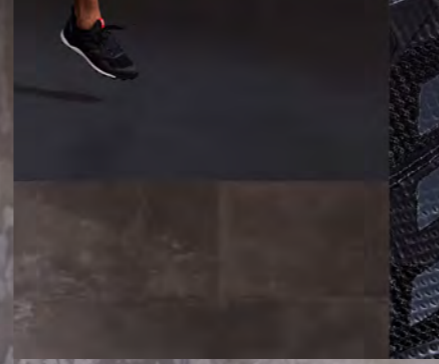
6. TERREX AGRAVIC XT GTX® RRP €180

For endless energy on mountain runs, push your limits with BOOST™ energy return. BOOST™ is our most responsive cushioning ever: the more energy you give, the more you get. These women's trail running shoes are built for trail adaptation, with a sturdy textile upper and protective TPU overlays. The breathable GORE-TEX® membrane

keeps feet dry through wet weather. The XT (Extreme Terrain) is built for all conditions, and on and off trail exploring. The Continental rubber outsole is designed for a ultimate grip on the trails- up to 32% more grip on a variety of different surfaces than competitor brands. The only shoe in the market at this price point that combines GTX with benefits of Continental and BOOST™, the rubber outsole design is inspired by the Continental MTB tyre 'The Kaiser Project, reflecting a truly multi-sport approach. A BOOST™ midsole offers high adaptability on rocky surfaces and the perfect balance energy return. A GORE-TEX® extended comfort membrane keeps feet dry (100%PES), while outdoor specific EVA frames with extended side wings give extra stability. Abrasion resistant weldings for protection complete the shoe, with a heel/forefoot drop of 6mm.

[Click here for product photography.](#)

SKI
TOURING



MEN



1. TERREX ICESKY LONGSLEEVE RRP €80

When conditions get tough, you need layers that will perform so you can keep pushing your limits. The Icesky long-sleeve features a Climawarm fabric that wicks moisture away from skin and keeps you comfortable during your activity. The half zip construction allows ventilation when needed. The eye-catching graphic keeps you stylish whilst offering the functionality you expect from adidas TERREX.

2. TERREX AGRAVIC ALPHAVEST RRP €120

The Agravic vest was based on our Agravic non-hooded jacket, adding another member to our Agravic family. The newest piece works flawlessly with its counterparts, combining Polartec® Alpha® and Pertex® Quantum® Air technology. A chest pack-it pocket and high collar construction make the TERREX Agravic Alpha vest perfect for multi-functional activities. Hybrid body mapping construction offers the best possible protection a lightweight jacket can give. The vest offers both insulation & optimal moisture management, providing warmth without weight, breathability and insulation when wet.

3. TERREX SKYRUNNING PANTS RRP €80

Designed for fast ski-touring this lightweight pant features a windproof and water-resistant front. Featuring Climawarm technology and leg openings for ski boots, pre-shaped knees and an elastic waistband, these highly functional pants provide the ultimate flexibility. The slim cut ensures an athletic fit.

4. TERREX PATHMAKER RRP €160

An urban take on the classic hiking look, these winter hiking boots give you the unparalleled energy return of BOOST™. BOOST™ is our most responsive cushioning ever: the more energy you give, the more you get. An EVA frame gives support and stability, while a moulded collar offers unparalleled comfort. The STEALTH® outsole offers unbeatable grip on dry ground, as well as snow and icy trails. Combining PrimaLoft® insulation and Climawarm technology, this shoe will keep feet warm and dry at all times. A synthetic leather upper makes for impressive protection but also easy clean-up when you're done for the day.

[Click here for product photography.](#)

5. TERREX BC25 RRP €150

The TERREX Backcountry 25 litre backpack is the ultimate pack for any backcountry activity. It features multiple carrying solutions for skis and snowboards, a goggle pocket and specific pockets for avalanche gear. The moulded Climacool back panel and a pre-shaped back plate makes the backpack very comfortable for heavy up-tracking and fluid descents.



1. TERREX ICESKY LONGSLEEVE RRP €80

When conditions get tough, you need layers that will perform so you can keep pushing your limits. The Icesky longsleeve features a Climawarm fabric that wicks moisture away from skin and keeps you comfortable during your activity. The half zip construction allows ventilation when needed. A soft graphic makes this piece a real eye-catcher, keeping you stylish while offering functionality you expect from adidas TERREX.

2. TERREX AGRAVIC ALPHA VEST RRP €120

The Agravic vest was based on our Agravic non-hooded jacket, adding another member to our Agravic family. The newest piece works flawlessly with its counterparts, combining Polartec® Alpha® and Pertex Quantum® Air technology. A chest pack-it pocket and high collar construction make the TERREX Agravic Alpha vest perfect for multi-functional activities. Hybrid body mapping construction offers the best possible protection a lightweight jacket can give. The vest offers both insulation & optimal moisture management, providing warmth without weight, breathability and insulation when wet.

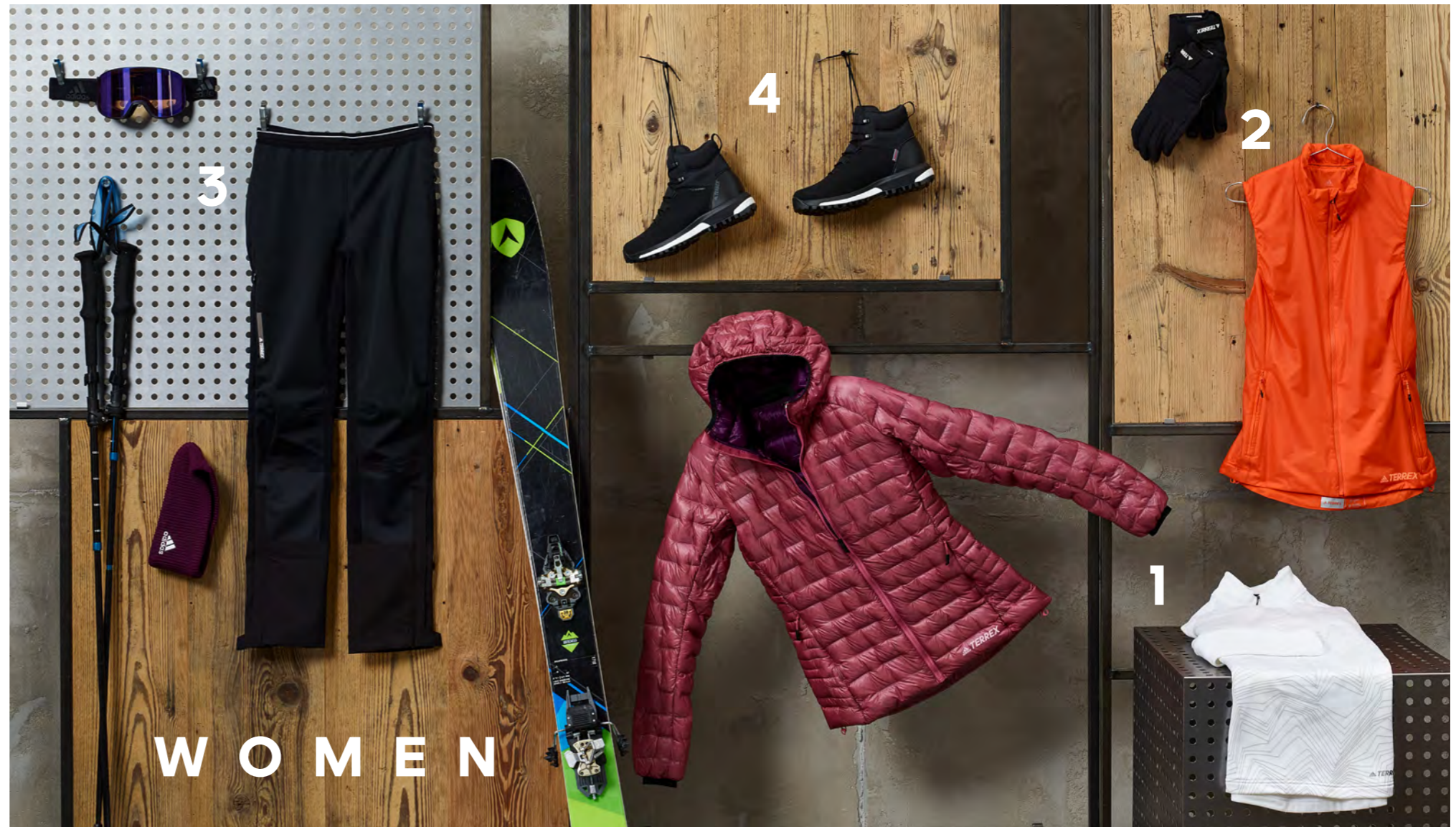
3. TERREX SKYRUNNING PANTS RRP €80

Designed for fast ski-touring this lightweight pant features a windproof and water-resistant front. Featuring Climawarm technology and leg openings for ski boots, pre-shaped knees and an elastic waistband, these highly functional pants provide the ultimate flexibility. The slim cut ensures an athletic fit.

4. TERREX PATHMAKER RRP €160

An urban take on the classic hiking look, these women's outdoor boots give you the unparalleled energy return of BOOST™. BOOST™ is our most responsive cushioning ever: the more energy you give, the more you get. An EVA frame gives support and stability, while a moulded collar offers unparalleled comfort. The STEALTH® outsole offers unbeatable grip on dry ground, as well as snow and icy trails. Combining PrimaLoft® insulation, Climaproof and Climawarm technologies, this shoe will keep feet warm and dry at all times. A synthetic leather upper makes for impressive protection but also easy clean-up when you're done for the day.

[Click here for product photography.](#)



PROMISE TO THE PLANET

SUSTAINABILITY ISN'T JUST ABOUT PERFORMANCE. IT'S DOING WHAT'S RIGHT. BY INCLUDING MORE ECO-FRIENDLY ELEMENTS INTO OUR PRODUCTS AND PRACTISES, ADIDAS IS MAKING A COMMITMENT TO A BETTER FUTURE FOR OUR PLANET

SAVING WATER

Water is life, yet for too long we've acted without enough regard to the health and sustainability of our rivers and oceans. Through a commitment to water efficiency, quality, and accessibility, adidas is channelling a new way forward. By 2020, adidas will achieve 20% water savings with strategic suppliers, 35% water savings per employee at our own sites, and 50% savings at apparel material suppliers. Our commitment doesn't stop there. We are constantly imagining new solutions to save and provide clean water to our communities.



OCEANS INSPIRE THE IMAGINATION AND BRING JOY TO THE SOUL. OVER 70% OF THE EARTH'S SURFACE IS COVERED BY OCEAN. AT LEAST 97% OF ALL WATER ON EARTH IS IN THE OCEAN, AND 70% OF THE OXYGEN WE BREATHE IS PRODUCED BY MARINE PLANTS. PROTECTING THE OCEAN MEANS PROTECTING LIFE ITSELF, AND OUR PLANET'S FUTURE.

PERFORMANCE WITH PURPOSE

Many plastic products that we use end up in the oceans. The greatest challenges, however, are often the greatest opportunities disguised. This is why adidas partners with Parley for the Oceans, a network of artists, designers, scientists, activists, brands, NGOs and environmental professionals, dedicated to raising awareness for the beauty and fragility of the oceans and collaborating to end their destruction. We are working with Parley for the Oceans to bring eco-innovation into high performance sportswear by upcycling plastic that is intercepted on shorelines and in coastal areas to make new products. By collecting plastic we are preventing it from entering the ocean and creating change that drives long-term solutions. Spinning the problem into progress, the threat into thread, this is performance with purpose.

FROM THREAT INTO THREAD

8 MILLION TONS OF PLASTIC ARE DUMPED INTO OCEANS EVERY YEAR. LET'S PREVENT THE PROBLEM FROM BECOMING WORSE. ENTER THE NEXT ECO-INNOVATION FROM ADIDAS AND PARLEY.

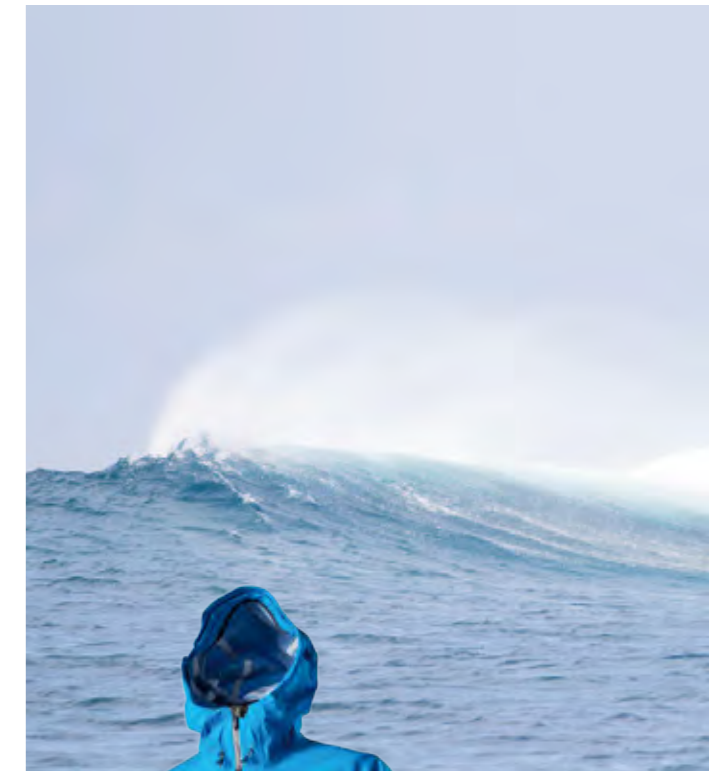
PARLEY A.I.R.

The Parley for the Oceans A.I.R. strategy encourages us to:

- Avoid plastic wherever possible;
- Intercept plastic waste; and
- Redesign the plastic economy.

We've embraced these tenets through a commitment to using no plastic retail bags, or microbeads, and working to decrease our use of virgin plastic. We're driving eco-innovation around new materials, methods, and mindsets that will build a better future.

ADIDAS PARLEY



TERREX
PARLEY
3 LAYER
JACKET

RETRO-SPECTIVE



Adi & Käthe Dassler's first hiking shoe

Adi Dassler develops for him and his wife, Käthe, hiking boots designed specifically for high-altitude mountaineering. He calls them the Bergstiefel.



adidas Adventure Team

The adidas Adventure Team is composed of „out of the box“ thinkers and real pioneers, pushing their limits. Back then, the concept of a team covering a range of disciplines together was a complete novelty. The 4 athletes Hans Rey (mountain biking), Beat Kammerlander (climbing), Michael Küng (paragliding) and Schorschi Schauf (kayaking) are involved in the development of the Adventure line.



Equipment Adventure Mid - 1990



Huber Brothers Antarctic Expedition

Alexander and Thomas Huber join the adidas family. For their 6 weeks Antarctica Expedition, the adidas Outdoor product team develops and delivers, within 6 months, a range of products specifically for them.

Terrex Range

The first Terrex range launches



Rockstars

adidas ROCKSTARS at the Porsche-Arena in Stuttgart is a top-class invitational contest for the world's best bouldering athletes. The event uniquely combines elite sports with live music turning a climbing competition into an attention-grabbing sports show.



Kevin Jorgeson The Dawn Wall

After several attempts, Kevin Jorgeson achieves a goal of a lifetime: a 7 years project which consists of the free Ascent of the Dawn Wall - El Capitan, in the Yosemite National Park in the USA. He stays in the wall for 19 days.



adidas partners with Continental, the tire company, in order to give its footwear extraordinary grip in wet and dry conditions.

1934

90'S

2008

2011

2012

2015

2018+

1978



Reinhold Messner Mount Everest Ascent

Reinhold Messner, 33 years old, hikes in to Everest Base Camp with the lightweight adidas Trekking shoes. This trip to the Base camp is part of the first ascent of Everest without supplemental oxygen. He went up to 6200m with those shoes.

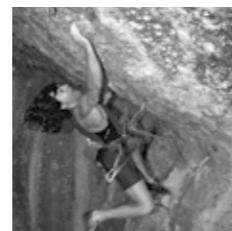


In 1980, during his first solo ascent, again without supplemental oxygen, he brings the Super Trekking shoes up to 7000m on the Everest North Face.

1991

Wolfgang Güllich Action Directe

adidas athlete Wolfgang Güllich is the first person in the world to climb a route rated XI, Action Directe, in Frankenjura (Germany).



1994

Beat Kammerlander Silbergeier

Beat Kammerlander climbs the Silbergeier (8a+) route in Switzerland. Even nowadays, only the best of the best have been able to enter their names in the summit book.

2011

Sasha DiGiulian Pure Imagination

Sasha DiGiulian is the first female adidas athlete to climb a 9a route, Pure Imagination in Kentucky's Red River Gorge, USA.



2014

Launch of the first shoes featuring STEALTH® rubber from 5.10 for an unbeatable grip.



2016

Climbing World Championships

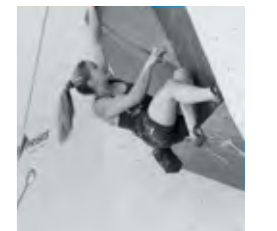
adidas athletes win 9 out of 14 medals. Gold for Petra Klingler and Janja Garnbret.



2017

Shauna Coxsey

second IFSC Boulder World Cup win.



OUTDOOR INDUSTRY AWARDS

- 2009

**Terrex Fast X GTX®
FM MID**
Outdoor Industry Award



- 2010

Terrex Solo
Outdoor Industry Award

- 2011

Terrex Fast R GTX®
Outdoor Industry Award
Outdoor Retail Award

Terrex Softshell Boot
Outdoor Retail Award

Terrex Conrax
Outdoor Retail Award

- 2012

Terrex Fast R MID GTX®
Press Award - Outdoor Magazine



Hydroterra Shandal
Outdoor Industry Award

- 2013

Terrex Fast X
Press Award - Outdoor Magazine

Terrex Scope GTX®
Outdoor Industry Gold Award



- 2014

**All Alpine Dyneema
Jacket**
Outdoor Industry Award

- 2014

**Terrex Swift Mountain
Jacket**
Outdoor Retail Award

Drydye Tee
Outdoor Industry Award

terrex
reloaded

- 2015

Terrex Agravic
Outdoor Industry Award

Terrex Skyclimb Top
Polartec® APEX Award

**Terrex Climaheat
Agravic Down
Jacket**
Outdoor Industry Gold Award



- 2016

Terrex Parley Tee
Outdoor industry Award



- 2017

Terrex CC Boat Parley
Outdoor Retailer:
Men's Health 2017
Editor's Choice



Gear Institute:
The best New Gear award
Winter 2017

ABOUT adidas TERREX

adidas TERREX is the creator brand in the outdoors. We exist to inspire those who shape their own path in the outdoors. Those who unleash their imagination and progress beyond their expectations - be it climbing, trail running, mountain biking or multi-mountain sports.

We do this by striving for new, innovative design solutions, made possible by integrating adidas' own technologies as well as the finest materials from partners including GORE-TEX®; PrimaLoft®; Polartec® for apparel; and Stealth® and Continental rubber for foot wear.

We are proud to count outstanding athletes as Sasha Di Giulian, Shauna Coxsey, Kevin Jorgeson, Martin Söderström, Kai Lightner, Nina Williams, Luis Alberto Hernando and the Huber Buam in our family and to be a long-standing title sponsor for adidas ROCKSTARS, the contest for the international bouldering elite and are excited to be bringing a sustainable new trail running concept to life with [Infinite Trails](#), a world championship event that brings together grassroots runners and elite athletes.

GLOBAL PR CONTACTS:

BASTIAN JUNG
bastian.jung@adidas.com
+49 9132 84 75462

#ADIDASTERREX
@ADIDASTERREX
[ADIDAS.COM/TERREX](https://www.adidas.com/terrex)

DISCLAIMER: SOME
IMAGES ARE NOT LICENSED
FOR REPUBLICATION.
PLEASE CONFIRM VIA THE
PR CONTACT.