**adidas unveils special edition Billie Jean King SPEEDFACTORY footwear**

* **The advanced performance shoes with athlete data-driven design are inspired by an icon in women’s sport**
* **Launched to mark the opening of Flushing Meadow’s Grand Slam and the start of adidas and Billie Jean King’s partnership**
* **Limited run of 300 pairs of shoes will be available from August 27 at adidas.com and in select adidas stores in NYC**

**NEW YORK, Aug. 24, 2018:** Today adidas unveils the special edition **AM4BJK** shoe. Created in honor of Billie Jean King’s permanent footprint on the fabric of female sport, the **AM4BJK** is an homage to the iconic adidas blue suede footwear Billie Jean King famously wore during her pivotal match 45 years ago.

The limited run of 300 pairs will be available from August 27 to mark the start of the US Open and to celebrate the launch of adidas’ upcoming movement with Billie Jean King, **Here to Create Change.**

**Billie Jean King, Sports Icon and Social Justice Pioneer** says, “*I have incredible memories of playing in these shoes. Walking on to the court at the Houston Astrodome in this footwear 45 years ago, I was taking steps for every woman and girl who ever wanted to be taken seriously in sports and in life. It’s an honor to have these iconic blue shoes modernized and they will serve as the perfect visual reminder of the importance that we must work together to achieve equality for all, on and off the field of play.”*

*“The AM4BJK is our moment to mark the legacy of Billie Jean King’s iconic blue shoes, reimagined for today’s athlete with our unique SPEEDFACTORY design and production technology,” says* ***James Foster, Global Vice President for adidas Specialist Sports***. “*The shoe features nods to her original silhouette as worn during her pivotal match 45 years ago, and we hope that this embedded history motivates the 300 who are able to purchase a pair to do so with the same drive for positive change as the icon who inspired them.”*

The **AM4BJK** is a limited edition SPEEDFACTORY concept that combines the creativity and innovation of adidas with the iconic blue of Billie Jean King, all built and assembled at adidas’ SPEEDFACTORY in Atlanta, USA.

Billie Jean King, who has fought for equality in the US and beyond, worked closely with SPEEDFACTORY designers to create a new iteration of the adidas “Made for” sneaker that unites an iconic sporting legacy with a technological innovation. The shoes also feature adidas’ proprietary BOOST technology, offering responsive cushioning and the highest level of energy return in every step.

The tongue patch of the shoe is NFC enabled, allowing owners to unlock an exclusive digital experience to authenticate the shoe and identify its unique number from the limited edition set of 300.

The AM4BJK is the latest edition of the AM4 series, following the launch of the Atlanta AM4MLS, Los Angeles (AM4LA), New York (AM4NYC), Paris (AM4PAR), (AM4SHA) and London (AM4LDN) running shoes, as well as the most recent AM4NHL released for the Stanley Cup champions, the Washington Capitals. The AM4 line of products emphasizes adidas’ commitment to speed, co-creation and precision.

The **AM4BJK** shoes are available starting August 27 for $200 at the adidas US Open store, select NYC adidas stores and [adidas.com](https://www.adidas.com/us/am4).

The SPEEDFACTORY **AM4BJK** shoe forms part of a wider special release to celebrate this trailblazer with a Here to Create Change t-shirt available at select adidas retail stores. Billie Jean King will also be making a live appearance at the US Open adidas store between 3:30 and 4:30pm on Monday August 27, spraying footwear in the now famous blue.

Find out more at adidas.com and get ready to join the conversation starting August 26th.

**ENDS**

Notes to editors:

**About adidas Tennis**

adidas Tennis is represented by top players such as Angelique Kerber, Jelena Ostapenko, Kristina Mladenovic, 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 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.

**About SPEEDFACTORY**

adidas SPEEDFACTORY is a digitally automated, hyper-flexible shoe factory that can be placed anywhere in the world. It enables adidas to combine speed in manufacturing with the flexibility to rethink conventional processes, and give the consumers what they want, when they want it. adidas SPEEDFACTORY is heralding a new era in footwear crafting – providing greater precision, athlete data-driven design opportunities, and high performance.

It also enables accelerated speed to market - 3x faster than the standard production times -allowing for quicker response time to trends and shifts in the marketplace, which ultimately allows us to satisfy our consumers’ expectations with greater speed and precision.

There are currently two SPEEDFACTORY locations in the world- one in Ansbach, Germany and the other in Atlanta, USA.