

**adidas Golf Announces New Go-To Adapt Jacket**

CARLSBAD, Calif. – A reliable jacket – for golf or otherwise – is hard to find. Luckily, adidas has a new option. Today, adidas Golf announced the availability of the Go-To Adapt Jacket, the wear-anytime outwear piece that is designed to specifically be your “go-to” when you need it most.

As with all adidas Golf apparel, the new jacket – available in both a men’s and women’s version – was designed specifically from consumer insights. It’s not always raining or below zero when you’re out on the course. That’s why the Go-To Adapt Jacket was built, to be an everyday option when conditions may not require something more technical. It offers players everything they need in a jacket and nothing they don’t.

“Golfers are used to having apparel that works for the two temperature extremes,” said Christine Cowan, global director of apparel, adidas Golf. “But there are days when you need to be able to transition, for example, from a cooler morning to a warmer afternoon. That’s why we created the Go-To Adapt Jacket; to be the ideal mid-weight option that provides optimal stretch where you need it as well as enhanced breathability. It’s that reliable and perfect piece that can take you through your day, on course and off.”

Built to perform for the golf swing, a new feature that makes the Go-To Adapt Jacket different than anything else is the **telescope cuff**. You’ve all been there. It’s chilly out, but you need to roll up those sleeves to hit your shot. The result may leave you with a tap-in birdie on the green, but you’re left with stretched-out sleeves back in the fairway. The telescope cuff is designed to stretch, so players can roll those sleeves up and down all day long and it won’t lose its shape.

The jacket also provides the perfect mixture of heating and cooling to keep players at a comfortable temperature throughout the day. The upper portion of the jacket is polyester to provide players with the breathability they need, while the fleece-lined portion over the midsection keeps players warm.

Here are the key features of the Go-To Adapt Jacket (MSRP $90):

* Front-zip pockets
* Internal headphone pockets
* Quarter-zip (men’s) and full-zip (women’s)
* Telescope cuff (women’s features thumbholes)
* Articulated elbows for freedom of movement
* Water-resistant fabric combined with fleece-lined shell for all-weather protection
* Droptail hem for extra coverage
* Women’s jacket features a more feminine cut and design

Both men’s and women’s jackets are available now at [adidas.com](http://www.adidas.com/us/golf) and at select retailers worldwide.

**About adidas**

adidas is a global leader in the sporting goods industry with the core brands adidas and Reebok. Headquartered in Herzogenaurach/Germany, the company employs almost 57,000 people across the globe and generated sales of around € 21 billion in 2017.