**EMBARGOED UNTIL 8th MAY, 8PM CET**

**adidas Football Reveals New FC Bayern Home Kit for the 2018/19 Season**

**- Jersey pays homage to the clubs slogan “Mia san mia” -**

**- adidas Football reveals a design featuring a reworked performance silhouette -**

**- Predominantly red kit features new bold and authentic graphic -**

**[INSERT OFFICIAL IMAGERY]**

**Herzogenaurach, 8th May –** adidas Football today revealed in Munich the FC Bayern home kit for the 2018/19 season. Designed to represent the club’s slogan “Mia san mia”, the jersey will be worn by the German champions as they target a seventh consecutive Bundesliga title.

The latest home kit for FC Bayern references the club’s prestigious history. It features the famous angles of the Bayern Rauten in the club crest imbedded onto the shirt in their iconic red colour. The ‘M’ graphic on the shirt draws inspiration from the club’s mantra “Mia san mia”

It includes several different tones of red and a navy accent to bring progressive features to a classic design. A new collar construction has also been included on the shirt with the ‘M’ graphic subtlety included.

Juergen Rank, Senior Design Director at adidas said of the launch: “FC Bayern is truly one of the world’s most iconic and historic clubs. In line with our design principle of authenticity to progression, we are always looking to build on this powerful heritage in new creative ways. “Mia san mia” is at the heart of Bayern as a club and so we felt it was a perfect element to introduce and reinvent in this new home jersey.”

The kit will be seen on pitch for the first time when FC Bayern faces VFB Stuttgart on May 12th, 15.30 CET. It’s available to purchase exclusively from the [FC Bayern online store](https://fcbayern.com/shop/en/), the adidas online shop ([www.adidas.com/soccer](http://www.adidas.com/us/soccer)​) as well as in all FC BayernFan-Shops and further retail from today.

For further information please visit **adidas.com/football** or go to **facebook.com/adidasfootball** or follow **@adidasfootball** on twitter to join the conversation or visit all  FC Bayern social media channels at [twitter.com/fcbayern](http://www.twitter.com/fcbayern), [snapchat.com/add/fcbayernsnaps](http://www.snapchat.com/add/fcbayernsnaps), [youtube.com/fcbayern](http://www.youtube.com/fcbayern) and [instagram.com/fcbayern](http://www.instagram.com/fcbayern).

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**Notes to editors:**

**About adidas Football**

adidas is the global leader in football. It is the official sponsor / official supplier partner of the most important football tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League and the UEFA European Championships. adidas also sponsors some of the world’s top clubs including Manchester United, Real Madrid, FC Bayern, Juventus, Chelsea and AC Milan. Some of the world’s best players also on the adidas roster are Leo Messi, Paul Pogba, Gareth Bale, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.