


TERREX

CONQUERING THE MIND - TOM EVANS JOINS ADIDAS TERREX

ATHLETE ANNOUNCEMENT
INTRODUCING TOM EVANS



For ultrarunner Tom Evans, conquering the mind is key to conquering the trails. His mental preparation and determination set the perfect conditions for success, making him a strong new addition to the adidas TERREX trail running team.

In the build-up to a race, Tom uses visualisation techniques, mentally going through every turn and incline before the big day. Knowing the trail means no distractions, and key to that is knowing his apparel and shoes won't let him down.

"I don't like to leave anything to chance, from my training to my kit to my mindset. I like being in control of my future" he says. Knowing he has the best technical, high-performing kit lets him to focus on both his mental preparations and strength, allowing him to excel on whatever challenge comes next.

"I AM VERY AMBITIOUS AND HAVE SOME BIG PLANS FOR THE FUTURE BUT TO ACHIEVE THOSE I NEED PARTNERS THAT I TRUST DEEPLY. I NEED THEM TO DELIVER FOR ME WHEN IT COUNTS. THAT'S WHY ADIDAS TERREX IS THE PERFECT PARTNER FOR ME, WORKING TOWARDS MY GOALS IN COMPLETE HARMONY."



Exploding onto the ultra-running scene back in 2017, British Army officer Tom Evans signed up to the Marathon des Sables as a bet with friends. Unknown to the ultra-endurance community at the time, Tom came in third place. Just 18-months later Tom went one better at the respected Ultra Trail du Mont Blanc, storming past China's Min Qi with less than 10km of the 101km CCC to go, to take the podium top spot and cement his place as one of the UK and the world's top ultra-runners.

Up next for Tom is the Hong Kong 100, a 103km ultra-endurance race covering some of the most beautiful scenery in Hong Kong. A unique and challenging run the course involves a cumulative elevation gain of over 5300 meters and the cut-off time is 30 hours.



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; Pertex®; PrimaLoft®; Polartec® for apparel; and Stealth® and Continental rubber for footwear.

We are proud to count outstanding athletes as Sasha Di Giulian, Shauna Coxsey, Kevin Jorgeson, Martin Söderström, Kai Lightner, Mina Markovič, Luis Alberto Hernando and the Huber Buam in our family. We are 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.

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