**adidas and Real Madrid reveal third kit for 2019/20**

* **The newest kit is inspired by innovation and technology**
* **The intense green symbolizes this forward-thinking vision**

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**Portland, OR July 29th, 2019** – adidas Soccer and Real Madrid C.F today released the third kit for the 2019/2020 season. The jersey is inspired by technology and evolution, with the club’s innovative development of the Santiago Bernabéu as the focal point.

The ability of Real Madrid to go beyond and innovate against their competitors is a crucial part of their history, and this season will be no different. For a *madridista*, past success is the inspiration for what lies ahead. As such, *‘You own the future’* is a call to fans. Real Madrid has made history, but the future also belongs to them. The new Santiago Bernabéu will witness titles and glories yet to come, continuing to make this club the most successful in history.

The jersey is an intense green color; a declaration of intent to continue innovating and making history. The shirt is also fitted with a retro-feel V-neck and sleeves, reminiscent of jerseys from the past, in tribute to some of the club’s best shirts from past decades.

Offering the ultimate in performance innovation, this kit features advanced CLIMACHILL technology to wick sweat away during the heat of competition. The Real Madrid C.F. third jersey will be exclusively available from July 29th at adidas.com and in stores and select retailers.

For further information please visit <https://www.adidas.com/us/soccer> and follow **@adidasfootball** on Instagram or Twitter to join the conversation.

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