

**adidas Golf Changes the Game with New CODECHAOS Footwear**

CARLSBAD, Calif. (January 21, 2020) – adidas is continuing to redefine the golf dress code, this time starting from the ground up. Today, adidas is pushing the boundaries in golf footwear once again by introducing a new line – CODECHAOS – meant to challenge the definition of what a golf shoe can be. Built with the modern golfer in mind, the new footwear, offered in both men’s and women’s styles, will be available worldwide on Jan. 31, 2020.

CODECHAOS is the latest product from adidas Golf that breaks down traditional stereotypes and the idea that there's only one look for the sport. It taps into the mindset of those who prefer to set themselves apart, be different and create their own way around the course. It’s a declaration and invitation to golfers of all skill levels that traditions can be reset.

“Golf continues to evolve and is in an exciting phase right now where the traditions of the game and how it can be played are all being challenged,” said Masun Denison, global footwear director, adidas Golf. “We're excited about this movement which has inspired us to break down barriers and create unique footwear and apparel for anyone that picks up a club. CODECHAOS is meant to challenge what a golf shoe can look and feel like while still delivering top-notch performance to all golfers whenever or wherever they play.”

The aesthetic of CODECHAOS ($150) is progressive and deliberate, meant to blur the lines by giving a connected look with the ground. The footwear features a new highly technical spikeless outsole that blends a soft, yet durable, rubber outsole with a first-of-its-kind TPU insert. This proprietary traction system – Twistgrip – was developed by evaluating heat maps in swing studies, specifically focused on the way golfers distribute and shift their weight throughout the swing. adidas was able to determine exactly where traction was needed most and what lug shapes would provide the best grip, regardless of conditions. Based on this machine test using grip-predictive analytics, coupled with testing in real-life scenarios, adidas landed on this unique grip configuration to provide maximum traction.

The upper construction of CODECHAOS is also a first for adidas Golf. The new upper is made of multi-layer mesh, giving the shoe a unique texture while enhancing durability and breathability, but also keeping it extremely lightweight. adidas encased these layers in film to provide waterproof protection to keep players dry no matter the conditions.

Golfers of all skill levels will still appreciate the full-length BOOST cushioning that gives players all-around comfort and energy return no matter how long they are on the course. The Torsion X stability bar will also ensure that all players are given tour-level support for every swing.

In addition to featuring vibrant colorways that offer players some added confidence as they make their way to the first tee or practice range, the new line also features a high-top model with Boa technology to give golfers yet another disruptive alternative. CODECHAOS Boa ($180) offers a clean look, is waterproof, features a hydrophobic stretch-knit collar, and a lightweight slip-on construction for a game-changing combination. The L6 Boa ® Fit System provides players with a customized and locked-in feel, while also making it an easy on-and-off option.

The CODECHAOS lineup will also include the CODECHAOS Sport ($130) model in men’s sizing. Built on a rubber spikeless outsole, this silhouette provides players with an even lighter construction for enhanced versatility. Golfers will have another strong option while still receiving a waterproof shoe that includes a mixture of both BOOST and Bounce cushioning to keep them comfortable with every step.

CODECHAOS, CODECHAOS Boa and CODECHAOS Sport come in a variety of colors for both men and women and are available starting Jan. 31, 2020 on [adidas.com](http://www.adidas.com/codechaos) and at select retailers worldwide.

For more information, visit [www.adidas.com/codechaos](http://www.adidas.com/codechaos).