
**TAKE ON THE ELEMENTS (QUIETLY) WITH ALL-NEW RAIN.RDY GEAR**

We believe the weather shouldn’t be what gets in the way of a good score so while others turn back toward the clubhouse when the clouds roll in, we’re helping those who want to keep playing by introducing an all-new RAIN.RDY collection.

Specifically created to help battle the elements golfers often experience on the course, our new outerwear utilizes our proprietary RAIN.RDY and WIND.RDY technology to keep golfers dry and protected from the wind. However, what sets our gear apart from others is the way we incorporated materials to quiet the familiar “whoosh” sound that commonly distracts golfers while swinging the club when wearing traditional rain apparel.

Made with 100% recycled polyester, the lightweight material features a four-way stretch for unrestricted movement, a high gauge knit interlock construction to absorb moisture, and a smooth jersey structure on the backside that provides a soft hand feel rather than the typical synthetic feel. It also offers UV 50+ sun protection for sun showers and is fully seam sealed to further block out the elements from seeping in. While the waterproof warranty material and zipper rejects exterior moisture, it provides golfers with breathability to avoid getting too hot throughout the round.

“Our RAIN.RDY technology creates an opportunity where we can celebrate the next level of golf apparel, “said Shaun Madigan, global director of apparel, adidas Golf. “While we’re focused on keeping golfers dry and protected, we’re also keeping performance at the forefront. This collection provides the resources for golfers to perform their best, despite nature trying to get in the way.”

The collection will feature jackets that are full and quarter zip, pants, and a bucket hat for both men and women. To further its versatility, we intentionally chose neutral tones such as black, crew navy, quiet crimson, and hemp so that golfers can wear the gear outside of their rounds.

Pieces of the RAIN.RDY collection will be available beginning today on adidas.com, the adidas app and at select retailers worldwide.