**THE YEAR OF THE ADIZERO: ADIDAS’ RECORD-BREAKING FRANCHISE DOMINATED IN 2022**

* **8 World Championship titles. 2 broken world records. 50% of all Major Marathons won. 2022 belonged to the ADIZERO franchise.**
* **Propelling the likes of Lyles, Chebet, Kipruto, and Tola to victory, the ADIZERO franchise features ground and record-breaking technology and innovation**
* **The full line-up of ADIZERO products can be purchased via the adidas app, online https://www.adidas.com/adizero-running and in store**

**Herzogenaurach, December 20, 2022** – A year to remember. 2022 has been extraordinary for adidas’ ADIZERO franchise. From helping athletes win major marathons, to breaking world records at the World Athletics Championships in August – the ADIZERO franchise was front and centre during those pinnacle moments.

**Alberto Uncini Manganelli, GM of Running and Credibility Sports at adidas, said**: *“After an unprecedented 2021, with 7 world records broken and winning 54% of the top 50 road races, in 2022 our adidas family, our team – athletes, coaches, managers and ADIZERO – stood together at the top of the podium more than any other brand in the World Major Marathons. From the track to the road, it’s been another incredible year to remember, rewarding the passion and dedication to make our athletes the very best, pushing boundaries and rewriting history. Only the best for our athletes.”*

**A YEAR IN NUMBERS**

adidas athletes showed up strong in Oregon, securing 8 titles and 4 broken records, including:

* Tamirat Tola making history in the Men’s Marathon, by taking home gold and smashing the World Athletics Championships record which has stood since 2009 wearing the **ADIZERO Adios Pro 2.**
* Shaunae Miller-Uibo becoming World Champion in the women’s 400m in the **ADIZERO Prime SP2.**
* Tobi Amusan setting a new World Record in the 100m hurdles semi-final with a time of 12,12 seconds before storming to gold in the final, whilst wearing the **ADIZERO Avanti.**
* Noah Lyles reasserting his status as the World Champion in the Men’s 200m, taking home gold and smashing the American record at the same time wearing the **ADIZERO Prime SP2.** After this, Lyles ended his season by winning the Diamond League Final 200m in 19.52 seconds in Zurich, Switzerland, giving him five of the 13 fastest times in history.

The ADIZERO dominance continued in the Major Marathons, with adidas athletes taking the top spot on 50% of the podiums this year. Victories included:

* Peres Jepchirchir winning the Boston Marathon in April wearing the **ADIZERO Adios Pro 2,** cementing herself as an all-time great.
* Evans Chebet storming to victory on his debut in the Big Apple wearing the **ADIZERO Adios Pro 3**. the first man to win the Boston and New York marathons in the same year since 2011, this victory also marked his fifth win in his last six marathons.
* Benson Kipruto winning the 2022 Chicago Marathon wearing the **ADIZERO** **Adios Pro 3,** smashing his PB at the same time.
* Amos Kipruto securing his first World Marathon Major victory at the 2022 London Marathon wearing the **ADIZERO Adios Pro 3.**
* Tigist Assefa running the third-fastest marathon of all time at the 2022 Berlin Marathon, wearing the **ADIZERO Adios Pro 2**, breaking the course record by almost three minutes and breaking her personal best by over 18 minutes.

Fresh from his marathon victory in New York, his fifth victory from his last six marathons, **Evans Chebet** said: *“When I wear an ADIZERO shoe, I know that nothing is impossible. The ADIZERO Adios Pro 3 has undoubtedly helped me achieve my goals this year.”*

After helping the world’s best runners smash 9 World Records in the past two years, the adidas ADIZERO franchise has undoubtably proven its dominance. And now, adidas is leveraging some of the ground-breaking technology behind the records in the new ADIZERO SL. Designed to help runners propel their training to the next level, the ADIZERO SL represents the democratization of winning – an elite-level running shoe, at a more accessible price point.

**- ENDS -**

**NOTES TO EDITORS:**

**THE ADIZERO LEGACY**

The story of ADIZERO began in Berlin on 28th September 2008 with Haile Gebrselassie, who introduced the world to the ADIZERO ADIOS 1 by shattering his own World Record to become the first person to break the 2:04hr barrier.

The decade that followed the record-breaking day belonged to ADIZERO and saw the introduction of the ADIZERO ADIOS PRO 2, the ADIZERO BOSTON 10, the ADIZERO PRIME X, the ADIZERO TAKUMI SEN 8, the ADIZERO ADIOS PRO 3 and the ADIZERO PRIME X STRUNG.

**DESIGNED FOR SPEED – THE ADIZERO ADIOS PRO 3**

Earlier this year (June, 2022), adidas unveiled the latest iteration to the ADIZERO franchise: the ADIZERO Adios Pro 3. The shoe, built for speed, has already proved its worth this year, helping the likes of Evans Chebet and Benson Kipruto storm to victory in Major Marathons.

The ADIZERO Adios Pro 3 features:

* A pair of black and green tennis shoes

  Description automatically generated with low confidence**ENERGYRODS 2.0** - Carbon energy rods which were previously separate, are now a single structure for harmonious stiffness. Embedded in the midsole and running parallel to the metatarsals.
* **Lightstrike Pro foam – The** midsole consists of two levels of resilient Lightstrike Pro foam, providing runners with cushioning and energy return to support them on longer races ranging from half to full marathons.
* **New upper -** New lightweight upper, designed to be race-ready and provide support for athletes where they need it most.
* **Continental rubber outsole –** Helping runners stay on track, the silhouette is built with a Continental rubber outsole with traction to help take corners at fast pace.

This product is made in part with a series of recycled materials – just one solution that will help end plastic waste.

**WIRED FOR SPEED: THE BOUNDARY-BREAKING ADIZERO PRIME X STRUNG**

A running shoe wired for speed, the ADIZERO Prime X Strung is the first time a shoe from adidas’ record-breaking ADIZERO range features a data-driven Strung upper. Designed without limitations to amplify the key features of the record breaking ADIZERO range and to push the limits of technology, the data-driven X Strung upper is coded thread by thread. Achieved with precise use of material, the upper provides a seamless, lightweight cocoon around the foot, providing runners comfort and support.

**ABOUT ADIDAS**

adidas is a global designer and developer of athletic and lifestyle footwear, apparel, and accessories with the mission to be the best sports brand in the world. As an innovation and design leader, adidas engineers the best in high-performance products to make athletes better, faster, and stronger and creates a range of classic and fresh lifestyle and high-fashion lines.

For more information, please visit: adidas.com

**\*\*\*Local SEO PLP links:**

|  |  |  |
| --- | --- | --- |
| **NAM** | adidas.com/us | <https://www.adidas.com/us/running-shoes> |
| adidas.ca/en | <https://www.adidas.ca/en/running-shoes> |
| adidas.ca/fr | <https://www.adidas.ca/fr/course-chaussures> |
| **LAM** | adidas.com.ar | <https://www.adidas.com.ar/zapatillas-running> |
| adidas.cl | <https://www.adidas.cl/zapatillas-running> |
| adidas.co | <https://www.adidas.co/zapatillas_y_tenis-running> |
| adidas.mx | <https://www.adidas.mx/zapatillas_y_tenis-running> |
| adidas.pe | <https://www.adidas.pe/zapatillas-running> |
| adidas.com.br | <https://www.adidas.com.br/tenis> |
| **EU Big 6** | adidas.co.uk | <https://www.adidas.co.uk/running-shoes> |
| adidas.de | <https://www.adidas.de/running-schuhe> |
| adidas.de/en | <https://www.adidas.de/en/running-shoes> |
| adidas.fr | <https://www.adidas.fr/chaussures-running> |
| adidas.it | <https://www.adidas.it/scarpe-running> |
| adidas.es | <https://www.adidas.es/calzado-running> |
| adidas.nl | <https://www.adidas.nl/hardlopen-schoenen> |
| **EU** | adidas.cz | <https://www.adidas.cz/obuv-beh> |
| adidas.dk | <https://www.adidas.dk/lob-sko> |
| adidas.at | <https://www.adidas.at/running-schuhe> |
| adidas.ch/de | <https://www.adidas.ch/de/running-schuhe> |
| adidas.ch/en | <https://www.adidas.ch/en/running-shoes> |
| adidas.ch/fr | <https://www.adidas.ch/fr/chaussures-running> |
| adidas.ch/it | <https://www.adidas.ch/it/scarpe-running> |
| adidas.gr | [https://www.adidas.gr/τρέξιμο-παπούτσια](https://www.adidas.gr/%CF%84%CF%81%CE%AD%CE%BE%CE%B9%CE%BC%CE%BF-%CF%80%CE%B1%CF%80%CE%BF%CF%8D%CF%84%CF%83%CE%B9%CE%B1) |
| adidas.be/en | <https://www.adidas.be/en/running-shoes> |
| adidas.be/fr | <https://www.adidas.be/fr/chaussures-running> |
| adidas.be/nl | <https://www.adidas.be/nl/hardlopen-schoenen> |
| adidas.fi | <https://www.adidas.fi/running-shoes> |
| adidas.ie | <https://www.adidas.ie/running-shoes> |
| adidas.no | <https://www.adidas.no/loping-sko> |
| adidas.pl | <https://www.adidas.pl/buty-bieganie> |
| adidas.pt | <https://www.adidas.pt/calcado-running> |
| adidas.sk | <https://www.adidas.sk/obuv-beh> |
| adidas.se | <https://www.adidas.se/lopning-skor> |
| **CIS** | adidas.ru | <https://www.adidas.ru/obuv-beg> |
| **APAC** | adidas.jp | <https://shop.adidas.jp/item/?sport=running&category=footwear> |
| adidas.com.au | <https://www.adidas.com.au/running-shoes> |
| adidas.co.nz | <https://www.adidas.co.nz/running-shoes> |
| **UAE** | adidas.ae | <https://www.adidas.ae/en/running-shoes> |