**ADIDAS TAKES ON-PITCH ACCURACY TO THE NEXT LEVEL, WITH THE ALL-NEW PREDATOR ACCURACY - THE LATEST MEMBER OF THE PREDATOR FRANCHISE**

* Combining consumer insights with adidas athlete feedback, PREDATOR ACCURACY has been redefined to maximize comfort and optimize ball control and shooting accuracy
* The new PREDATOR ACCURACY will be worn by adidas players including Jude Bellingham and Alessia Russo
* adidas PREDATOR ACCURACY is priced at €300 and available worldwide from Wednesday 8th February via [adidas.com](http://www.adidas.com/football-shoes) and selected retailers

**Herzogenaurach, 1st February 2023 –** Today, adidas reveals **Predator Accuracy** - the latest member of the prestigious Predatorrange, built for precision play and rooted in the core principle that made the original Predator so deadly – goal-scoring accuracy.

The modern game is a game of inches and match-winning moments are often determined by the smallest of margins. Accuracy and the ability to perform in front of goal, are pivotal to success on the pitch and the Predator Accuracy builds on previous Predator iterations to give players full confidence when striking the ball.

Utilizing feedback from consumers and adidas athletes, the Predator Accuracy has undergone a series of updates to optimize accuracy of play:

* On the medial side of the boot sits HIGH-DEFINITION GRIP TECHNOLOGY,which sees minimalistic rubber elements strategically placed in the kicking zone for grip to the ball while maintaining upper softness by keeping the upper flexible.
* For the construction of Predator Accuracy, HYBRIDTOUCH technology - a coated microfiber material – has been reintroduced for a softer, moulded fit that maximizes comfort.
* The outsole possesses a FACETFRAME to deliver stability, highly efficient transition, and dynamic traction for powerful movement on the pitch. The stud configuration has been `optimised for use on firm ground.
* Rounding off the design of Predator Accuracy, the laceless construction on the tongue of the boot is made with PRIMEKNIT material that allows for comfortable, easy entry and a secure lockdown of the foot during gameplay.

**MAHSA ARYAN, GLOBAL CATEGORY DIRECTOR – FOOTWEAR, ADIDAS FOOTBALL** said “*Since its inception in 1994, Predator has been widely regarded as one of the most iconic football boots in the game, and we’ve seen many different stories told across the years.*

*With Predator Accuracy, we’re so excited to root the franchise once again in its founding principles – accuracy in goalscoring. We’ve listened to the athlete and consumer feedback to create a football boot designed for pinpoint accuracy in the modern game, in order to give players full confidence when striking the ball.”*

Predator Accuracy launches in a primary black silhouette with pink detailing and the famous adidas three stripe emblem, in white. The likes of Gabriel Jesus and Alessia Russo will don the Predator Accuracy for the remainder of this season – and the boot is available worldwide from Wednesday 8th February via [**adidas**](http://www.adidas.com/football-shoes)**.com** and selected retailers and is priced at €300.

For further information please visit [**adidas.com**](http://www.adidas.com/football-shoes)or follow @adidasfootball on Instagram or Twitter to join the conversation.

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**For further media information please visit** [**http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL**](http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL)

**About adidas in Football**

adidas is the global leader in football. It is the official supplier of the most important football tournaments in the world, such as the FIFA World Cup™, the UEFA European Championship & the UEFA Champions League. adidas also sponsors some of the world’s top clubs including Real Madrid, Manchester United, Arsenal, FC Bayern Munich & Juventus. adidas is also partner to some of the best athletes in the game including Vivianne Miedema, Lindsey Horan, Wendie Renard, Leo Messi, Paul Pogba, Mohamed Salah, Paulo Dybala, Thiago Alcantara, Gabriel Jesus, Roberto Firmino, Joao Felix, Serge Gnabry, Isco, Jude Bellingham, and Karim Benzema.