



JOIN THE PURSUIT IN THE NEW AND IMPROVED SPRING/SUMMER ADIDAS ROAD CYCLING COLLECTION – DESIGNED FOR CYCLISTS AT EVERY STAGE OF THEIR JOURNEY



- The SS23 Collection brings an update to the Road cycling range – and includes the introduction of the Road Cycling Shoe 2.0
- Featuring material technologies including AEROREADY and WIND.RDY fabrics, along with inclusive sizing for women, the spring/summer adidas Road Cycling Collection is designed to help more people clip-in to the sport
- Inspired by the inclusive ethos driving cycling collectives around the world, the new Collection is accompanied by a launch film celebrating cycling clubs in the cities of London, Dubai and New York.

Herzogenaurach, February 20th, 2023: Road cycling is all about progress. A constant pursuit of stronger rides, longer adventures, and a sport in which everyone is welcome to participate. The adidas Road Cycling Collection helps keep up this momentum.

Using feedback from new and experienced cyclists alike, the adidas Road Cycling Collection is a range of apparel designed to help more people clip-in to the power of cycling and become part of this community on the move.

Featuring material technologies including WIND.RDY and AEROREADY fabrics, along with inclusive sizing for women, this new and improved range helps keep cyclists light in the saddle



while offering wind protection on cool, breezy days and managing body sweat to keep riders feeling comfortable for longer.

The Road Cycling Shoe 2.0 builds on the performance of its iconic sibling for a supportive yet comfortable fit that keeps feet fresh and rides powerful. Among the updates are a ripstop knitted upper and supportive tongue construction that support air circulation, and a new, punched-hole lacing system for a clean look. Reflective 3-stripe detailing is retained from the original.

The spring/summer range also includes major updates to all apparel pieces. This includes a soft-touch Short Sleeve Cycling Jersey made with AEROREADY fabric that adapts to movement, while a versatile, packable WIND.RDY Cycling Gilet is the perfect additional layer on breezy days.

Padded Cycling Bib Shorts make light work of endurance rides with supportive, dual-density pads absorbing vibrations, and AEROREADY fabric helping legs feel dry and comfortable for longer. A Cycling Cap made with soft, sweat wicking AEROREADY fabric and mesh inserts tops off a collection of road essentials made for cyclists at every stage of their journey.

“Cycling groups are springing up everywhere, bringing more people on to the roads than ever before – and adidas wants to help push this change,” says Lavinia Schuster, Product Manager adidas Cycling. “That’s why this new road collection isn’t just about boosting performance, but also providing products that are more accessible, from inclusive sizing for women and extra comfort on the bike, to price points that work for more cyclists. We want everyone to have the gear they need to get out on the road.”

The Push For Change ethos behind the spring/summer adidas Road Cycling Collection is inspired by cycling collectives around the world who are encouraging more people to experience the freedom of riding over the drops.

Three of these inspiring groups – Velociposse, a London-based cycling club for women, non-binary and trans people; Dubai’s non-conformist cycling collective, Gaijin Cycling; and New York City’s diversity championing crew, KnightRyders – take centre stage in adidas’ SS23 campaign launch films. Three very different cycling clubs, but all with the same inclusive approach to change.

The riders in these clubs all know that progress is better chased together. With the SS23 adidas Road Cycling Collection, it’s time to join the pursuit.

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**About adidas**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach, Germany, the company employs more than 61,000 people across the globe and generated sales of €21.2 billion in 2021.