**ADIDAS’ HISTORY-MAKING ADIZERO: ROAD TO RECORDS RETURNS FOR THIRD SEASON**



**Herzogenaurach, March 29th 2023:** Today, adidas announces the return of the third iteration of its renowned *ADIZERO: ROAD TO RECORDS,* taking place on April 29th 2023.

Since its debut in 2021, the show-stopping event has seen some of the fastest in the world set two world records, one European record, and nine National records all from adidas’ headquarters in Herzogenaurach, Germany.

The 2023 season is set to deliver the same game-changing performances as some of the world’s fastest athletes gather with one clear goal: to set new records, and smash personal bests. The full line-up of world class athletes – who will be competing in the women’s and men’s 5K, 10K and half marathon distance races – will be announced soon but all will be competing in shoes from the record-breaking ADIZERO franchise – including the ADIOS ADIZERO PRO 3 and ADIZERO TAKUMI SEN 9. They will also be joined by adidas legends Haile Gebrselassie and Mary Jepkosgei Keitany, alongside guest of honor, Olympic Champion and twice Major Marathon winner Peres Jepchirchir.

**Alberto Uncini Manganelli, General Manager Running & Credibility Sports at adidas, said:** “The ADIZERO franchise is quite simply Made To Win and there’s no better place to showcase this than at our HQ for ADIZERO: ROAD TO RECORDS. We hope that these great human achievements at the highest level of sport inspire others to take on their own challenges - whether that’s smashing their PB or running their first 5k. Moments like this are why we do what we do.

We’re steadfast in our commitment to create products that help our athletes – of all levels - to push the boundaries of what’s possible for them and achieve their own wins. We know that winning means something different to everyone. For the elite, it could mean breaking new records. For others, it could be a little progress; running a little further – and faster – each day.

With ADIZERO: ROAD TO RECORDS, taking place at the birth site of our legacy, we are excited to create a moment that brings our running community together and gives them a chance to make their impossible, possible – including in the public 5K – all supported by our own record-breakers, the ADIZERO franchise, shoes packed with the latest innovations and technologies.”

To enable viewers from around the world to get in on the action and witness some of the world’s best compete against each other, the event will be live-streamed via the [adidas YouTube channel](https://www.youtube.com/live/xnERiLXufjs?feature=share).

To celebrate the return of ADIZERO: ROAD TO RECORDS, adidas is also inviting its running community to take part in the Road to Records 5K virtual race [in the adidas Running app](https://www.runtastic.com/races/running/rtr_5k_23?utm_source=adidas&utm_medium=pressdoc&utm_campaign=rtr_5k_23&utm_content=pr&utm_term=29032023) on April 29th, 2023.

To find out more please visit: [www.adidas.com/adizero](http://www.adidas.com/adizero). Follow the conversation on Instagram, Facebook and Twitter using #RoadToRecords and @adidasrunning.