**ADIDAS TURNS UP THE HEAT FOR END OF SEASON FOOTBALL: INTRODUCING THE NEW HEATSPAWN PACK FEATURING BOLD REVAMPED COLORWAY**

**Herzogenaurach,18th April 2023** – At a time when club football is entering its decisive end of season period – championships are won and lost, finals are conquered and player´s careers are forged into history - adidas raises the temperature, proudly unveiling the Heatspawn Pack, the latest iteration of its boot range featuring bold and exciting new colorways across its key franchises.

Crafted for top class performance, the hottest adidas football pack fires up the style with a bold and incandescent orange-base color.

Predator boasts a striking combination of team orange and black, X Speedportal displays a mix of stunning solar gold, black and team orange and Copa sports an elegant blend of team orange and off-white details, all three coming together to ignite world pitches with elite accuracy, outstanding speed and flawless touch at the time when it matters the most.

The new pack is set to be worn by some of the brightest talents on the planet on the field of play, including Pedri, Jude Bellingham, Alessia Russo, Trinity Rodman, Rafael Leão, Mary Fowler, Leo Messi, Catarina Macário, Mo Salah, Declan Rice, Serge Gnabry, João Felix, Paulo Dybala, Gabriel Jesus, Florian Wirtz, among several others.

The Heatspawn Pack continues to feature all of the key traits fans love across each boot franchise.

For those with a ‘miss nothing’ obsession, Predator Accuracy provides all the tools for the perfect strike, having ultimate control of ball spin and placement, with comfort and a soft touch on the ball.

X Speedportal is made for players with more than just electrifying speed at their disposal, connecting those quick feet with quick thinking, with outsole designed for unreal acceleration combined with a stud design engineered to offer supreme traction.

Copa is built for the football purists at heart. Made with quilted, seamless leather for a cushioned and flawless touch – allowing each player to show their class on and off the pitch.

Featuring all new colourways and packing the latest in adidas innovation technology, the adidas Heatspawn pack is available to purchase online as of today at adidas.com football boots [INSERT MARKET LINK FROM SEO TEAM. SEE IN APPENDIX BELOW] and selected retailers.

**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 & Major League Soccer. adidas also sponsors some of the world’s top clubs including Real Madrid, Manchester United, Arsenal, FC Bayern

Munich & Juventus, as well as top Federations such as Germany (DFB), Spain (RFEF), Belgium (RBFA), Argentina (AFA) & Italy (FIGC). adidas is also partner to some of the best athletes in the game including Leo Messi, Paul Pogba, Mohamed Salah, Paulo Dybala, Karim Benzema, Catarina Macario, Jude Bellingham, Vivianne Miedema, Trinity Rodman, Jennifer Hermoso, Serge Gnabry, Pedri, Joao Felix, Lindsey Horan & Wendie Renard.

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**Market SEO links:**

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| adidas.ca/fr | https://www.adidas.ca/fr/soccer-chaussures |
| **LAM** | adidas.com.ar | https://www.adidas.com.ar/botines |
| adidas.cl | https://www.adidas.cl/zapatos\_de\_futbol-hombre |
| adidas.co | https://www.adidas.co/guayos |
| adidas.mx | https://www.adidas.mx/calzado\_de\_futbol-hombre |
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| adidas.com.br | https://www.adidas.com.br/chuteiras |
| **EU Big 6** | adidas.co.uk | https://www.adidas.co.uk/men-football-shoes |
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| adidas.fr | https://www.adidas.fr/chaussures-football |
| adidas.it | https://www.adidas.it/scarpe-calcio |
| adidas.es | https://www.adidas.es/calzado-futbol-hombre |
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| adidas.ch/it | https://www.adidas.ch/it/scarpe-calcio |
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| adidas.be/en | https://www.adidas.be/en/football-shoes |
| adidas.be/fr | https://www.adidas.be/fr/chaussures-football |
| adidas.be/nl | https://www.adidas.be/nl/voetbal-schoenen |
| adidas.fi | https://www.adidas.fi/football-shoes |
| adidas.ie | https://www.adidas.ie/football-shoes |
| adidas.no | https://www.adidas.no/fotball-sko |
| adidas.pl | https://www.adidas.pl/buty-pilka\_nozna |
| adidas.pt | https://www.adidas.pt/calcado-futebol |
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