

**adidas Introduces New ZG23 Vent and Ultimate365 Apparel Built to Handle the Heat**

* **Product range includes new Ultimate365 TOUR HEAT.RDY Polo for both men and women designed with technologies to keep golfers cool and dry in extreme heat**
* **New ZG23 Vent footwear model introduces breathable performance to the ZG23 range**

**Carlsbad, CA, June 1, 2023 –** As summer approaches and weather heats up, golfers are once again chasing daylight to maximize their time out on the course. Today, adidas is introducing new **Ultimate365** apparel and **ZG23 Vent** footwear specifically designed with materials to help golfers play through the heat and focus on their game. The new apparel and footwear for men and women will be available worldwide beginning today.

As golfers face hotter temperatures, apparel that can combat against things like sweat, humidity and moisture is essential. To help golfers feel cool, dry, and perform their best, adidas is providing a mixture of silhouettes and materials as part of the Ultimate365 range that are designed to help golfers handle the heat. Led by the **Ultimate365 TOUR HEAT.RDY Polo** for both men and women that combines adidas’ HEAT.RDY and No-Show technology to keep golfers cool and dry, additional silhouettes from the range that are designed to help golfers as heat and humidity rise include:

For men:

* **Ultimate365 TOUR Polo**
* **HEAT.RDY Polo**
* **Ultimate365 TOUR PRIMEKNIT Polo**

For women:

* **Ultimate365 TOUR PRIMEKNIT Sleeveless Polo**
* **Ultimate365 TOUR Sleeveless Golf Dress**
* **Ultimate365 Long-Sleeve Mock Polo**

For men, adidas is also introducing the **Ultimate365 TOUR Extreme Heat Pant** as part of this collection. This lightweight pant is engineered with breathable materials for zonal ventilation and moisture-wicking properties to help promote increased airflow so that golfers can stay cool when temperatures rise.

“This is one of those points in the season when golfers face the elements and expect the most from their apparel,” said Shaun Madigan, global apparel director, adidas Golf. “Playing out in the heat can sometimes be a distraction for golfers while out on the course, so these products are meant to help minimize the effects of things like sweat, humidity, etc., and allow them to focus on their round.”

In addition to apparel, adidas is introducing a new footwear model – **ZG23 Vent** – from the ZG23 product line that incorporates materials to help keep feet cool. In addition to the core features of ZG23 that adidas [announced](https://news.adidas.com/golf/adidas-strengthens-performance-range-with-new-zg23-footwear-and-ultimate365-tour-apparel/s/7707c026-616a-48ed-89b2-5d5eb4221954) earlier this year, the main difference is that the upper of this model has been redesigned to provide more ventilation. Made with a lightweight, breathable textile mesh upper, this model helps promote better air flow for the foot as golfers practice and play in hot weather. adidas also included a lightweight PU film on the lower half of the shoe to help protect from water, dew, mud and staining.

“ZG23 is the perfect silhouette to provide this added benefit for golfers when they encounter extreme heat,” said Masun Denison, global footwear director, adidas golf. “Beyond its core feature of being so lightweight, the breathable upper we designed for ZG23 Vent is ideal to give golfers something that helps keep their feet cool, while still providing everything they expect from a high-performance golf shoe.”

Both the ZG23 Vent and Ultimate365 TOUR apparel are available now on adidas.com, the adidas app, and at select retailers worldwide.