



## **ENGINEERED FOR LIGHTENING FAST SPEED – ADIDAS LAUNCHES THE X CRAZYLIGHT BOOT AHEAD OF THE UEFA CHAMPIONS LEAGUE FINAL**

- The X Crazylight lightning fast boot is slated to make its on pitch debut at the UEFA Champions League Final in Istanbul on the feet of Argentinian superstar striker Julian Alvarez

**Herzogenaurach, 5<sup>th</sup> June 2023** – Ahead of the UEFA Champions League Final in Istanbul, adidas changes up the tempo and takes speed to a new dimension with the launch of the latest iteration of its' X football footwear franchise: the lightning fast X Crazylight boot.

Engineered for speed and displaying a striking colourway of minimalist white, lucid lemon green and solar red with night blue, pearl amethyst, collegiate navy and core black details – the X Crazylight+ features the new AEROPACITY SPEEDSKIN+ and AEROCAGE+ upper, both of which have been optimised to be lightweight while still providing support and stability at the highest speeds of the game while changing directions and dodging defenders at will.

The X Crazylight+ further includes the updated SPEEDFRAME outsole that boasts a replacement of the previous carbon plate with a new AEROPLATE insert which supports dynamic movement while providing traction during rapid acceleration.

The new boot is set to be worn on pitch for the very first time at the ultimate stage of European club football at the UEFA Champions League Final in Istanbul by World Champion and Argentinian superstar striker Julian Alvarez.

The all new X Crazylight+ boot is available to purchase online as of 8<sup>th</sup> of June at [adidas.com/football](https://adidas.com/football) and selected retailers.

**For further media information please visit**

<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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