**ADIDAS REVAMPS ITS RUGBY BOOT PORTFOLIO WITH THE LAUNCH OF THE ADIZERO RS15 - BUILT FOR MULTI-DIRECTIONAL SPEED**

* From Flanker to Fullback, the new adizero RS15 meets the demands for faster play thanks to speed-focused technologies that create a lightweight feel.
* Launching alongside the adizero RS15, are two updated Kakari Z.1 colourways – designed for the front five.
* Available from today fans can purchase the new boot range via <http://www.adidas.com/rugby-shoes>.

**Herzogenaurach, 17 July 2023 –** Today, adidas reveals the adizero RS15, a brand-new lightweight rugby boot designed for multi-directional speed. Launching ahead of this year’s showpiece event, the boot has been designed to support those looking to go faster - from flanker to fullback – and is adidas’ most versatile boot to date.

Working closely with player and consumer insights, adidas’ design teams looked to understand what the athlete of today needs from their boot – and the resounding answer was speed across all positions, supported by a lightweight boot.

From those insights, adidas crafted the adizero RS15, combining the very best kicking-specific features from the Rugby Predator Malice and speed attributes of the adizero RS7 boots. The result is a versatile boot with a new lightweight frame and speed-focused performance innovations, to meet the needs of a multitude of positions.

**Matt Fielding, Category Director - Field Sports** **at adidas**: *“Rugby is faster and more dynamic than ever before, requiring high levels of skill and athleticism from its players, and different innovations of ours to support them. With the new adizero RS15, we created a boot that can facilitate the multi-directional speed required to make a difference across the field - from the back row, all the way to fullback. We can’t wait to see it in action in Paris later this year.”*

adizero RS15 features:

* **Lightweight frame** – at 313g, the silhouette has been minimised, to allow for maximum speed.
* **Speedframe Technology** - on the sole enables multi-directional speed and acceleration, without compromising on traction or heel support​.
* **Fusionskin Technology**– a full-grain leather often described as ‘liquid leather’. It features from the forefoot to the midfoot before transitioning into a ripstop material on the boot’s back quarter – creating an adaptive and supportive fit.  ​
* The boot’s upper features asymmetrical lacing and 3D-printed detailing, for control and a wide sweet spot when kicking.

Made with at least 50% recycled materials in the upper of the boot, the adizero RS15 launches in three different colourways: a black version which will be worn exclusively by All Blacks players throughout 2023, a royal blue edition with red and white detailing as an homage to the host nation for this year’s showpiece event of the men’s game, and a white model with lime green and black detailing. The adizero RS15’s four gender-neutral models, range in price from €95 - €250.

Launching alongside the adizero RS15 are two updated colourways of the existing front-five specialist boot, the Kakari Z.1 - a black-on-black version and a white version with black detailing, ranging from €85 - €220.

adidas partners with the leading rugby players in the world including Antoine Dupont, Beauden Barrett, Chelsea Bremner, Emily Scarratt, Finn Russell, Johnny Sexton, Josh Van Der Flier, Louis Rees-Zammit, Portia Woodman, Romain Ntamack, Siya Kolisi and Tom Curry. These players, among many others, will debut the new boot range in the upcoming 2023 summer internationals.

Both boots will be available for purchase from July 17th via [**https://www.adidas.com/rugby-shoes**](https://www.adidas.com/rugby-shoes).

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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 59,000 people across the globe and generated sales of €22.5 billion in 2022.

**About adidas Rugby**

adidas Rugby is proud to support [New Zealand](https://news.adidas.com/Tags?tags=New%20Zealand) Rugby, and many individual players from around the world. For more information on adidas Rugby, please visit [**adidas.com**](https://www.adidas.com/rugby). For additional images please visit our media Newsrooms at [**news.adidas.com**](http://news.adidas.com/) and follow us on Instagram under @adidasRugby.