**ADIDAS AND MANCHESTER UNITED ANNOUNCE NEW LONG TERM PARTNERSHIP EXTENSION**



**MANCHESTER, JULY 31, 2023:** adidas and Manchester United Football Club are delighted to announce the extension of one of the most exciting, seminal partnerships in world sport.

Manchester United commenced a historic agreement with adidas at the start of the 2015/16 season, reuniting after 23 years. In the seasons that have followed, adidas and Manchester United have excited fans around the world with forward-thinking initiatives, iconic designs on the pitch and fan-favourite culturewear off of it.

The new deal increases the focus on the Manchester United women’s team since their reintroduction in 2018 – continuing Manchester United and adidas’ commitment to drive the women’s game forward.

**Manchester United Chief Executive Officer, Richard Arnold** said:

“The relationship between Manchester United and adidas is one of the most iconic in world sport, forged through a shared commitment to style, flair and, most importantly, high performance.

“With its roots in the 1980s, our partnership has been reinvented over the past decade with some of the most innovative designs and technology in sportswear. We are now looking forward to refreshing this powerful partnership again through the remainder of this decade and into the 2030s.”

**Chief Executive Officer at adidas**,**Bjørn Gulden**, said:

“We are extremely proud to announce the extension of the contract with Manchester United. adidas and Manchester United are two of the most important brands in International Football and it is very natural for us to continue our cooperation. We will combine tradition and innovation to please both the players and the fans.

We look forward to continuing our partnership with one of the most iconic clubs in Football!”

**- END -**

**For further media information please visit**[**http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL**](https://gbr01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fnews.adidas.com%2FGLOBAL%2FPERFORMANCE%2FFOOTBALL&data=05%7C01%7Cdanielle.yallop%40manutd.co.uk%7C8154ce8d25f544923a3808db8c7ad7e2%7C5dfe80873d7946c68ccf2604cfab0cf2%7C0%7C0%7C638258231458125365%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=8z8RJ4w0Uo4PYczbuFYo97UkxWEWf3q5AHldJb1RWCY%3D&reserved=0)**or contact:**

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**On behalf of Manchester United**

**Notes to editors:**

**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) & (as of January 2023) 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.

**About Manchester United**

Manchester United is one of the most popular and successful sports teams in the world, playing one of the most popular spectator sports on Earth. Through our 145-year heritage we have won 67 major trophies, enabling us to develop the world’s leading sports brand and a global community of 1.1 billion fans and followers. Our large, passionate community provides Manchester United with a worldwide platform to generate significant revenue from multiple sources, including sponsorship, merchandising, product licensing, new media & mobile, broadcasting and match day.