**ADIDAS AND FC BAYERN MÜNCHEN UNVEIL THE NEW AWAY 2023/24 JERSEY, INSPIRED BY CLUB’S ICONIC ‘*MIA san MIA*’ SLOGAN**

* The striking jersey celebrates the club’s fans around the world, who are united by Bayern’s club motto ‘Mia san Mia’
* The front of each jersey features an abstract world map graphic, visually representing Bayern München fan clubs from across the globe
* Available from today, 27th July to purchase via FC Bayern stores, selected adidas retail stores, and <https://www.adidas.com/us/fc_bayern_munich>

**Herzogenaurach, 27 July 2023 –** Today, adidas reveals the FC Bayern München away jersey for the 2023/24 season, drawing inspiration from the club’s powerful “Mia san Mia” slogan.

Taking pride of place inside the shirt’s collar, the slogan embodies the team’s fierce ambition, resolute self-belief and unwavering commitment to winning. A mentality born in the city of Munich but shared by the club’s dedicated global fanbase, wherever they show their support.

Both the on-field version and the fan version feature a world map-inspired graphic, incorporating striking pink and green diamonds – each of which represent Bayern München fan clubs from around the world. The fluorescent colours reflect the neon-filled skylines of key supporter hubs, such as New York, Shanghai and Bangkok, as well as the bustling cityscapes of Tokyo and Singapore at night. Two locations the club are visiting this month as part of the Summer Tour.

**Lisa Datz, Senior Product Manager at adidas Football said: “**With this bold new kit, we wanted to capture the meaning of ‘Mia San Mia’ – a mindset that is global and one that goes beyond borders and beyond football. It brings together FC Bayern fans around the world and boasts a fresh design expression presented in an eye-catching colour palette, that fans won’t have experienced before. We can’t wait to see it on the pitch and on fans, cheering on the team across the globe.”

The on-field version of the shirt is constructed with HEAT.RDY technology, optimized to keep players feeling comfortable while performing on the biggest stage. While the replica version of the kit features AEROREADY technology, which uses sweat-wicking or absorbent materials to keep players feeling dry.

The replica shirt is made with 100% recycled materials, while the on-field version features a high-performance yarn which is constructed with 50% recycled polyester.

The new away kit will be featured on pitch for the first time on July 29th in Tokyo against Kawasaki Frontale.

The Bayern München squad are currently on tour in Tokyo and the new away kit will be featured on pitch for the first time on July 29th against Kawasaki Frontale, underpinning the club´s desire to continue to connect with its´ fan base in Asia.

**-ENDS-**

**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. adidas also sponsors some of the world’s top clubs including Real Madrid, Manchester United, Arsenal, FC Bayern Munich & Juventus. adidas is also partner to some of the best athletes in the game including Vivianne Miedema, Lindsey Horan, Wendie Renard, Leo Messi, Paul Pogba, Mohamed Salah, Paulo Dybala, Thiago Alcantara, Alessia Russo, Gabriel Jesus, Roberto Firmino, Joao Felix, Serge Gnabry, Jude Bellingham, and Karim Benzema.

|  |  |  |
| --- | --- | --- |
|  | **Region** | **URL** |
| EU | adidas.cz | https://www.adidas.cz/fc\_bayern\_munchen |
| adidas.dk | https://www.adidas.dk/fc\_bayern\_munchen |
| adidas.at | https://www.adidas.at/fc\_bayern\_munchen |
| adidas.ch/de | https://www.adidas.ch/de/fc\_bayern\_munchen |
| adidas.ch/en | https://www.adidas.ch/en/fc\_bayern\_munchen |
| adidas.ch/fr | https://www.adidas.ch/fr/fc\_bayern\_munchen |
| adidas.ch/it | https://www.adidas.ch/it/fc\_bayern\_munchen |
| adidas.de | https://www.adidas.de/fc\_bayern\_munchen |
| adidas.de/en | https://www.adidas.de/en/fc\_bayern\_munchen |
| adidas.gr | https://www.adidas.gr/fc\_bayern\_munchen |
| adidas.be/en | https://www.adidas.be/en/fc\_bayern\_munchen |
| adidas.be/fr | https://www.adidas.be/fr/fc\_bayern\_munchen |
| adidas.be/nl | https://www.adidas.be/nl/fc\_bayern\_munchen |
| adidas.fi | https://www.adidas.fi/fc\_bayern\_munchen |
| adidas.co.uk | https://www.adidas.co.uk/fc\_bayern\_munchen |
| adidas.ie | https://www.adidas.ie/fc\_bayern\_munchen |
| adidas.es | https://www.adidas.es/fc\_bayern\_munchen |
| adidas.fr | https://www.adidas.fr/fc\_bayern\_munchen |
| adidas.it | https://www.adidas.it/fc\_bayern\_munchen |
| adidas.nl | https://www.adidas.nl/fc\_bayern\_munchen |
| adidas.no | https://www.adidas.no/fc\_bayern\_munchen |
| adidas.pl | https://www.adidas.pl/fc\_bayern\_munchen |
| adidas.pt | https://www.adidas.pt/fc\_bayern\_munchen |
| adidas.sk | https://www.adidas.sk/fc\_bayern\_munchen |
| adidas.se | https://www.adidas.se/fc\_bayern\_munchen |
| NAM | adidas.ca/en | https://www.adidas.ca/en/fc\_bayern\_munich |
| adidas.ca/fr | https://www.adidas.ca/fr/fc\_bayern\_munich |
| adidas.com/us | https://www.adidas.com/us/fc\_bayern\_munich |
| LAM | adidas.com.ar | https://www.adidas.com.ar/fc\_bayern\_munchen |
| adidas.cl | https://www.adidas.cl/fc\_bayern\_munchen |
| adidas.co | https://www.adidas.co/fc\_bayern\_munchen |
| adidas.mx | https://www.adidas.mx/fc\_bayern\_munchen |
| adidas.pe | https://www.adidas.pe/fc\_bayern\_munchen |
| adidas.com.br | https://www.adidas.com.br/fc\_bayern\_munchen |
| APAC & EM | adidas.com.vn/en | https://www.adidas.com.vn/en/fc\_bayern\_munchen |
| adidas.com.vn/vi | https://www.adidas.com.vn/vi/fc\_bayern\_munchen |
| adidas.com.sg | https://www.adidas.com.sg/fc\_bayern\_munchen |
| adidas.com.ph | https://www.adidas.com.ph/fc\_bayern\_munchen |
| adidas.co.th/en | https://www.adidas.co.th/en/fc\_bayern\_munchen |
| adidas.co.th/th | https://www.adidas.co.th/th/fc\_bayern\_munchen |
| adidas.co.in | https://www.adidas.co.in/fc\_bayern\_munchen |
| adidas.co.kr | https://www.adidas.co.kr/fc\_bayern\_munchen |
| adidas.com.my/en | https://www.adidas.com.my/en/fc\_bayern\_munchen |
|  |  |  |