

**ADIDAS, PATRICK MAHOMES LAUNCH MAHOMES 1 “AWAY,” INSPIRED BY KANSAS CITY ON THE ROAD**

**NEW YORK (Sep. 29, 2023) –** adidas and [Patrick Mahomes](https://www.adidas.com/us/patrick_mahomes) today unveil the Mahomes 1 Impact FLX “Away,” paying tribute to the fans and uniforms that travel with Mahomes on the road.

“Our fans are everything to us, whether that’s at home or on the road, Chiefs Kingdom rolls together.”**said Patrick Mahomes.**“This colorway is dedicated to all those fans who make the trip or have their roots in Kansas City. There’s much more to come next year as my partnership with adidas continues to grow.”

Mahomes launched his signature training shoe—Impact FLX—and the Future Icons apparel collection in August 2021, with the MVP leaving his mark on every design aspect of the collection, down to the creation and introduction of his signature logos.

The newest “Away” colorway is a sleek white, with bold accents of red nodding to Kansas City. The entire Mahomes 1.0 IMPACT FLX collection, designed in close collaboration with Mahomes to be versatile and high-performance, includes innovative overlays that create additional lockdown and stability during dynamic movements. The collection also includes a ripstop stretch woven upper that adds durability and protection and a tongue-less bootie construction that creates a sock-like fit. The precisely placed BOOST cushioning in the heel gives the midsole an extra level of comfort and responsiveness.

“From Game Time to Blue 80, we’ve created 11 colorways of the dynamic Impact FLX and are proud to have worked closely with Mahomes on each to reflect his style, personality and dedication to fans,” **said Chris McGuire, VP of Sports Marketing at adidas**. “Patrick is an integral part of the adidas family—we are excited for the future as we continue to co-create training and performance apparel and footwear with him.”

The Mahomes 1.0 Impact FLX “Away” will be available for purchase starting October 3 for $140 on [adidas.com/us/patrick\_mahomes](https://www.adidas.com/us/patrick_mahomes) and through the adidas app. adidas adiClub members will receive exclusive access starting October 1.

Join the conversation with @adidasFballUS and @PatrickMahomes on X and Instagram.

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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.

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