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New Ultimate365 TOUR Range Battles the Cold to Help Extend Season

* Range introduces a new era for lightweight warmth featuring adidas’ Frostguard technology
* Designs focus on providing ultimate protection from the wind, rain and cold so that golfers can play in all conditions

**October 2, 2023, Carlsbad, CA –** adidas is focused on helping golfers battle the elements they may face on the course as the seasons start to turn. Today, adidas is introducing sporty, lightweight and premium apparel designs for men and women as part of the fall/winter [Ultimate365 TOUR range](http://www.adidas.com/ultimate365) that are specifically designed to help golfers play in a variety of conditions. The updated range available now also features the latest in Frostguard technology from the brand, which was first introduced in 2019.

When temperatures drop on the course, golfers need all the help they can get to tune out the cold. This season, adidas is combining the latest material innovations to give golfers apparel options that combine lightweight warmth with zero distractions. Meant to help golfers extend their season, each piece focuses on the elements that golfers may face on the course, whether that be wind, rain or cold.

“We know that cold weather doesn’t necessarily keep golfers away from the course, so we turned our focus to apparel designs that would help extend their season as the weather starts to change,” said Shaun Madigan, director of apparel, adidas Golf. “Our primary objective with this range was to create athletic designs that would protect from the elements and trap heat around the body to keep golfers warm, all while still allowing them to swing freely. We’re confident that whatever conditions golfers face, these pieces will give them the competitive edge to play through them all.”

The Ultimate365 TOUR range is highlighted by the following pieces that feature the latest material innovations from the brand:

* **Ultimate365 TOUR Frostguard Padded Jacket**
  + Offered for both men and women, this polar fleece-lined jacket offers premium stretch and WIND.RDY technology to protect against cold windy conditions. The Primaloft insulation in the front and back body will keep players warm and a PFC-free Durable Water-Repellant (DWR) finish will help repel water.
* **Ultimate365 TOUR Frostguard Padded Vest**
  + Like its jacket counterpart, this vest offers men and women premium functionality in a lightweight package. It’s made with a dense, plain weave construction to help protect against the wind, and a PFC-free DWR finish helps to repel water. Thin recycled nylon and spandex yarns combine to keep it lightweight and stretchy enough to help with mobility.
* **Ultimate365 TOUR COLD.RDY Crewneck**
  + Designed as part of our men’s range, this crewneck features our COLD.RDY technology giving golfers a way to trap heat while still being lightweight to promote mobility throughout the swing. Ribbed cuffs and hems along with a zip pocket in the upper left-sleeve give it a fashion-forward design. A wear-anywhere piece that’s functional in all conditions.
* **Ultimate365 TOUR WIND.RDY Vest**
  + New to the men’s range, this vest features a plain weave outer construction of thin recycled nylon and spandex yarns that combine for a dense structure to help protect against the windiest conditions. As with other pieces in the range a PFC-free DWR finish protects against unwanted moisture.
* **Ultimate365 TOUR WIND.RDY Half-Zip Pullover**
  + This half-zip with a stand-up collar for men features the same plain weave outer construction design to help keep wind at bay. Elastic cuffs and a drawcord hem give golfers added protection and a customized fit for when they head out to the course.
* **Ultimate 365 TOUR WIND.RDY Warm Pants**
  + Also new to the men’s range this season, these pants are fully lined with a brushed tricot fabric for warmth and comfort while the outer layer uses a stretch nylon to promote freedom of movement. A drawcord hem allows for fine-tuning a customized fit for every golfer.
* **Ultimate365 TOUR WIND.RDY Fleece Hoodie**
  + Offered in our women’s range, this polar fleece-lined hoodie features raglan sleeves, a full hood with toggles to trap heat, a half-zip for easy-on and off wear, and front-zip pockets to keep golfers warm and protected from the wind and cold.

All [Ultimate365 TOUR products](https://www.adidas.com/ultimate365) for the fall/winter range are available now on adidas.com, the adidas app and at select retailers worldwide.