**BUGATTI AND ADIDAS CREATE LIMITED EDITION FOOTBALL BOOT CRAFTED FOR MAXIMUM SPEED AND STYLE**

* **The X Crazyfast Bugatti boots can only be purchased via an auction on the adidas Collect Web 3 platform,** [**https://www.adidas.com/us/soccer**](https://www.adidas.com/us/soccer) **taking place between November 8-11, with only 99 pairs available worldwide**

Bugatti and adidas have come together to create a stunning, limited edition football boot: the adidas X Crazyfast Bugatti. Produced in a limited run of just 99 pairs, the new boots are engineered for speed and lightness, finished with a number of bespoke Bugatti design flourishes.

Built around the X Crazyfast laced boot, the exclusive new collection draws upon the characteristics that have come to define Bugatti; not only engineered for speed but created with a ‘Form Follows Performance’ design philosophy for the ultimate in ability. And, as with every Bugatti, they will remain rare and sought after by devoted collectors for years to come.

Where the heart of the Chiron is its incomparable W16 engine, the focal point of the X Crazyfast boot is adidas’s innovative Speedframe sole plate technology, creating the lightest possible structure while also providing a rigid plate for rapid acceleration. The Aerocage innovation - an engineered lining designed to provide ideal support and stability by hugging the mid-foot, and Aeropacity Speedskin – a single layer breathable monomesh – help to provide both speed and stability. The carbon fiber inlay in the boot’s tooling replicates the carbon fiber used on the car.

The structure of X Crazyfast’s semi-transparent mono-mesh material on the mid-foot cage has been adapted from the original design to incorporate a recognizable flash of Bugatti Blue. Inspired by the color of early Bugatti Grand Prix cars, it’s an instantaneous identifier for any devotee of the brand, transcending a century of motorsport success and incomparable performance.

Adorned on the side of the boot are two phrases that have shaped the values of both companies “Impossible is Nothing” for adidas’ relentless pursuit of performance and “Create the Incomparable” to represent the Bugatti commitment to produce hyper sports cars that consistently set the benchmark. The timeless insignia of Ettore Bugatti repeats across the rear three-quarter of the boot in a subtle nod to the ingenious founder, whose vision continues to inspire the world’s greatest hyper sports cars even today.

The X Crazyfast Bugatti collection boots come delivered in a unique box featuring an exterior design inspired by weaves of carbon fiber – the lightweight, extremely strong material that Bugatti hyper sports cars are mostly constructed from.

To ensure that adidas and Bugatti enthusiasts globally have equal opportunity to acquire one of the 99 pairs of the collection, the boots will be auctioned through the adidas Collect Web 3 platform. The auction will run from 8th-11th November and afterwards all winners receive an exclusive digital shoebox which can be redeemed, from November 13th onwards, via adidas Collect for the complementary physical pair and digital twin. Although conducted using cryptocurrency, users have a direct on-ramp from traditional currency in the auction using [MoonPay.](https://www.moonpay.com/en-gb)

Wiebke Ståhl, Managing Director at Bugatti international, said: “Bugatti is a brand renowned for its innovations and engineering ingenuity. Always inspired by the vision of it creates incomparable automotive masterpieces. We share this relentless drive for perfection with adidas, who apply the same rigorous approach to their boots, with ever lighter and more effective designs. And in this collaboration, we celebrate this shared pioneering spirit in an authentic way, right down to the innovative method of releasing it to enthusiasts of both our brands.”

Nick Craggs, General Manager and Senior Vice President, adidas Football, said: “X Crazyfast is meticulously crafted for speed and performance for a game that demands players move and react faster than ever. By uniting these two iconic brands, we’ve once again pushed the boundaries of boot design to create something truly unique that both looks incredible and helps players at all levels to be their best.”

The boots are due to be unveiled on pitch for the first time exclusively by Rafael Leao and Karim Benzema in November 2023.

Further details can be found at [adidas.com/football](https://www.adidas.com/us/soccer) with access to the auction available through collect.adidas.com/Bugatti.

**For further adidas media information please visit**[**http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL**](http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL)

**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](https://news.adidas.com/Tags?tags=FIFA%20World%20Cup)™, the FIFA Women’s World CupTM, the UEFA European ChampionshipTM, the UEFA [Champions LeagueTM](https://news.adidas.com/Tags?tags=%20Champions%20League) & the UEFA Women’s Champions LeagueTM. 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 Leo Messi, Jude Bellingham, Mohamed Salah, Heung-Min Son, Pedri, Rafael Leao, Florian Wirtz, Alessia Russo, Paulo Dybala, Lena Oberdorf, Gabriel Jesus, Roberto Firmino, Joao Felix, Serge Gnabry, Karim Benzema, Vivianne Miedema, Mary Fowler, and Wendie Renard

**For further Bugatti media information please visit** [**https://newsroom.bugatti.com/**](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fnewsroom.bugatti.com%2F&data=05%7C01%7CJames.Regal%40externals.adidas.com%7C246c4250570e48fe5b7e08dbd6f01532%7C3bfeb222e42c4535aaceea6f7751369b%7C0%7C0%7C638340098873138924%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=lXuUHsxu27A1TgtrXPeS%2FTLHdWKce5Ew%2FIJq1HMx7wA%3D&reserved=0)

Bugatti has been at the pinnacle of the automotive industry for over 110 years, creating the world’s most groundbreaking automobiles from its home in Molsheim, France. Every vehicle created since the company was founded by Ettore Bugatti in 1909 is praised for its comfort, drivability, design and technology desired by automotive collectors from around the world. A Bugatti is more than a car, it is a timeless piece of automotive art.

With a reputation built in motorsport, and a history of the most innovative, beautiful and luxurious cars ever created, Bugatti continues to follow the vision of its founder: ‘If comparable, it is no longer Bugatti.’ The Veyron 16.4, introduced in the early 2000s created an entirely new segment: the hyper sports car, becoming the first production model to break through 1,000 PS and 400 km/h. In 2016, the Chiron once again redefined speed and capability. Alongside exclusive Bugatti models like the coachbuilt Divo and Centodieci, the one-off La Voiture Noire, inspired by the legendary Type 57 SC Atlantic, the track-only Bolide and the latest model unveiled, the W16 Mistral roadster, Bugatti continues to showcase a dedication to perfection in every detail, with each vehicle assembled by hand at its Atelier in Molsheim.

Today, Bugatti is part of the Bugatti Rimac Group, led by CEO Mate Rimac, who is renowned for excellence in high-performance automotive electrification. With the same visionary genius as Ettore Bugatti, Rimac and the Bugatti team are developing the next generation of incomparable hyper sports cars, true to the founder’s vision, while simultaneously expanding Bugatti’s excellence beyond the automotive industry with luxury lifestyle collaborations and products.

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