**Ineos Grenadiers and adidas announce multi-year partnership**

* adidas becomes the Official Off-Bike Clothing and Footwear Partner to the INEOS Grenadiers cycling team, uniting two renowned brands integral to the culture of sport and cycling
* The team will be kitted out in an assortment of adidas performance t-shirts, long-sleeves, hoodies, jackets and caps, built to offer a fresh off-bike look for riders and support crew

**Herzogenaurach, June 30, 2025** – Today, adidas and the INEOS Grenadiers announce a new partnership, which will see the 12-time Grand Tour winners - and the UK’s only UCI WorldTour team - kitted out in the renowned performance wear of one of the world’s leading sports brands.

Among the riders who will don the sportswear includes the likes of Tour de France winners Geraint Thomas and Egan Bernal, along with former world road race champion Michal Kwiatkowski, world hour record holder Filippo Ganna and rising British star Josh Tarling.

For the remainder of the 2025 season, the entire INEOS Grenadiers team will wear a variety of adidas performance t-shirts, long-sleeves, hoodies, jackets, caps and footwear.

From the 2026 racing season onwards, a full INEOS Grenadiers off-bike range will be introduced - designed to bring a fresh look-and-feel to the pro peloton – providing the support staff, riders and the fans with apparel and footwear that allows them to celebrate the collective power of the team, in style.

**JOHN ALLERT, CEO AT INEOS GRENADIERS, SAID:** *“We are incredibly proud to be announcing this multi-year partnership with one of the world’s most iconic sports brands. adidas has a long-standing and successful history of supporting cycling both in the UK and globally, and we are all excited for what we can achieve together over the coming years.*

*“adidas' drive for excellence, innovation and performance-focussed design will support everyone in the team, from the athletes to the mechanics, to do their job in comfort and style in every environment and climate. This is another big step forward for the team as we build towards more success on the road in 2026 and beyond.”*

**KERRYN FOSTER, GM SPECIALIST SPORTS AT ADIDAS, SAID**: “*We are excited for INEOS Grenadiers to join the three-stripe family and are looking forward to building from our longstanding heritage in cycling in order to support the team’s athletes on their mission to win more Grand Tours*.*This announcement is just the beginning - we can’t wait to give INEOS Grenadiers fans the chance to show their support with their own teamwear, when we launch a full off-bike collection for the 2026 season.*”

The partnership builds on adidas’ already long-standing legacy in professional cycling, having produced industry leading cycling shoes and apparel since the 1960s, powering some of the biggest names and teams in history of the sport.

To find out more about the partnership, please head to adidas.com or engage with the partnership announcement on Instagram at @[ineos\_grenadier](https://www.instagram.com/ineos_grenadier/).

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**NOTES TO EDITORS:**

**About adidas**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 62,000 people across the globe and generated sales of € 23.7 billion in 2024.

For more information, please visit [www.adidas-Group.com](http://www.adidas-group.com/).