

adidas Originals, Bad Bunny, and Mercedes-AMG PETRONAS F1 Team Launch Adiracer GT Silhouette and Motorsport Collection

Herzogenaurach, Germany, October 24, 2025 — adidas Originals, Bad Bunny, and the Mercedes-AMG PETRONAS F1 Team announce the launch of the Bad Bunny Adiracer GT and the debut of the Bad Bunny Motorsport Collection, building on the historic partnership that brought Formula 1 to Puerto Rico for the first time.

Following the landmark demo run earlier this year on August 2nd that saw a Mercedes-AMG PETRONAS F1 car roar across the iconic Puente Dos Hermanos in San Juan, the first time in history that a Formula 1 car touched Puerto Rican soil, the collaboration continues to evolve. In celebration of this partnership, the Mercedes-AMG PETRONAS F1 Team also announced Bad Bunny as the newest member of the team, bringing his fearless approach to breaking new ground to the world of motorsport.

From the collection, the Adiracer GT made its debut at adidas Originals “The Archive” exhibit at the Museo de Arte de Puerto Rico during Bad Bunny’s historic sold-out residency *No Me Quiero Ir de Aquí*, where fans glimpsed this groundbreaking collaboration for the first time. This collaboration is about energy in motion, where culture accelerates and style takes the lead, marking Bad Bunny’s first head-to-toe vision rooted in motorsport culture and the thrill of velocity.

At its core, the footwear is a modern take on the vintage driving shoe: low, sleek, and fluid as the design reimagines the early 2000s racing model with a modern, technical approach, layering an exoskeleton structure above a sleek, aerodynamic silhouette. The cage sits on a refined suede underlay inspired by materials used in F1 racing footwear.

The apparel reinterprets archival racing cues through Bad Bunny’s cultural lens, with bold typography, badges, and color-blocking finished by a “94” motif that nods to both race numbers and his birth year. It draws inspiration from the track itself, dark and worn with high-speed technical detailing. Highlighted by premium materials and elevated branding, the collection delivers a high fashion aesthetic that amplifies racing culture, featuring a cap, zip-up tees, race jacket, racing gloves, and pants.

The collaboration is a unifying force between adidas Originals, Bad Bunny, and the Mercedes-AMG PETRONAS F1 Team. All three partners have a shared spirit of innovation. Bad Bunny’s trailblazing energy bridges the intersection of culture and sport with his relentless drive for aesthetic evolution.

The Bad Bunny Adiracer GT and Motorsport Collection will be available globally November 2025.

About adidas Originals

Inspired by the rich sporting heritage of adidas – one of the world’s leading sports brands and a global designer and developer of athletic footwear and apparel – adidas Originals is a lifestyle brand founded in 2001. With the adidas archive at its foundation, adidas Originals continues to evolve the brand’s legacy through its commitment to product innovation and its ability to filter the creativity and courage found on courts and sporting arenas through the lens of contemporary youth culture. Marked by the iconic Trefoil logo that was first used in 1972 and championed by those that continue to shape and define creative culture, adidas Originals continues to lead the way as the pioneering sportswear brand for the street.

About the Mercedes-AMG PETRONAS F1 Team

Mercedes was born to race - and we've been doing it since 1901. Today, the Mercedes-AMG PETRONAS F1 Team competes at the pinnacle of motorsport: the FIA Formula One World Championship.

The pioneering spirit of our company founders lives on in our commitment to innovation and performance. As the world's original automobile manufacturer, Mercedes-Benz has defined the cutting edge of technology for over a century. Today, our F1 team exists to demonstrate the best of the brand's performance on the global stage.

Based in Brackley and Brixworth, UK, over 2,000 committed team members work with a singular mission: to win the world championship. From 2014 to 2021, we secured a record eight consecutive Constructors' Championships, and we are hungry for more.

Our journey is not just about performance on the track; we also strive to make a positive impact on the world and inspire future generations. We are proud signatories of the Climate Pledge, and we are leading the way in building a more sustainable and inclusive sport.

For more information, please visit www.mercedesamgf1.com.

About Bad Bunny

Bad Bunny, born Benito Antonio Martínez Ocasio, is a multi-platinum recording artist and 3x GRAMMY® winner whose genre-defying sound and unapologetic individuality have redefined modern music and culture. Named Spotify’s most-streamed artist globally for three consecutive years (2020-22), he holds the record for the highest-grossing tour in a single calendar year—selling 2.4 million tickets across 81 shows and grossing \$435 million—and broke the Barclays Center revenue record, surpassing Jay-Z. In 2025, his groundbreaking 30-show residency “NO ME QUIERO IR DE AQUÍ” at the Coliseo de Puerto Rico sold out 400,000 tickets in under four hours.

He has also shattered industry records while elevating Latin music to unprecedented heights. Bad Bunny made history as the first artist to earn a GRAMMY® nomination for Album of the Year with a Spanish-language album, *Un Verano Sin Ti*, became the first Latin artist to land 100 entries on the Billboard Hot 100, and topped the Billboard 200 for three consecutive weeks with his latest album *DeBí TIRAR Más FOTOS*. Other historic milestones include delivering the most-watched NPR Tiny Desk performance in the series’ history, becoming the first Spanish-language act to headline Coachella, and earning a spot on Forbes’ list of the Top 50 Rappers of All Time.

Beyond music, Bad Bunny has become a force across fashion and entertainment: co-chairing the Met Gala, gracing the cover of *Vogue Italia*, leading major campaigns for brands like Calvin Klein, starring in film projects with Darren Aronofsky and Adam Sandler, and making a historic appearance on *Saturday Night Live* as both host and musical guest. He also returned for the show’s landmark 50th Anniversary celebration, cementing his place as a pop culture icon.

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With a singular voice and boundary-pushing artistry, Bad Bunny continues to shape a new era in global entertainment—where language, genre, and geography are no longer limitations.