



ISSUE: SEPTEMBER 4TH EMBARGO, TIME 11:00 BST

NEVER ON PAUSE: ADIDAS LAUNCHES CUTTING-EDGE HEADPHONES COLLECTION



- adidas launches brand new headphones, combining cutting-edge tech with design credentials and pure sports performance
- Co-created by athletes, the headphones were crafted to meet the specific needs of different sporting disciplines; in-ear is designed for the needs of runners, while over-ear is made for training
- Both styles feature ergonomic and minimalist design, versatile for sports and everyday use
 - Both to launch globally on September 25th

London, September 4th: Today, adidas and Zound Industries announce the launch of game-changing adidas Sport headphones, a collection that combines the latest in leading audio technology with the brand's world-leading reputation for sport performance.

Anchored in human-centered design, with a focus on technology innovation, function and fit, adidas and Zound Industries are determined to give athletes at every level the ultimate audio experience, in any field of play. The collection premieres with two core headphones, each crafted to meet the needs of a different sporting discipline and yet, versatile enough to meet the demands of any workout. The adidas Creator athlete is Never on Pause; whether on the street, the gym or everyday life, they are constantly moving forward both physically and in spirit. Sport is constant, and so are they.

With co-creation embedded in adidas' DNA, both styles were conceptualized and tested with the input of adidas' creators. The result is a blend of intelligent design and visceral sound that supports everyday athletes at every step; from warm-up, to workout, right through recovery.

FWD-01 is a sleek, intuitively designed pair of **wireless in-ear headphones**. Versatile and seamless enough for both gym and the streets, the FWD-01 features:

- Superior sound: Up to **16-hours playtime** with auto-pause, **passive transparency** and **super-fast USB-C charging**
- Made to measure: Interchangeable ear tips and wings for a **perfect fit**
- No sweat: IPX4 rated **sweat proof**
- Seamless: Knitted, **tangle free** cord with easy-to-use controls



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- Always ready: **Magnetic earbuds** for round-the-neck storage

RPT-01 is a fully equipped **wireless over-ear headphone** engineered to meet the demands of any training routine head-on. The RPT-01 features:

- Go the distance: Up to **40-hours playtime**, with **fast USB-C charging**
- Rinse & Repeat: **Removable, washable** knitted ear cushions and inner headband, made for constant use
- Life in motion: **Ergonomic design** with **360° swivel** for a fluid fit
- No sweat: IPX4 rated **sweat proof**
- Total control: Create **custom shortcuts** with the action button

Ella Renneus, Designer at Zound Industries said: *“Our starting point for adidas Sport headphones was the desire to match the unrivalled experience that adidas loyalists expect from their footwear and apparel. For every adidas product, empowering athletes to create in any field of play is paramount. This is so true for headphones, which have the power to enhance and really change day to day life.”*

adidas Sport headphones are available nationwide from September 25th. FWD-01 is available for £129.99 and RPT-01 is available for £139.99. For more information, head over to www.adidasheadphones.com

END

For questions or more information please contact: adidasZound@mcsaatchi.com

About adidas

adidas is a global leader in the sporting goods industry with the core brands adidas and Reebok. Headquartered in Herzogenaurach/Germany, the company employs around 57,000 people across the globe and generated sales of just under € 22 billion in 2018.

About Zound Industries

Zound Industries designs and develops speakers and headphones under the brands adidas, Marshall and Urbanears. With a strong focus on innovative technology and user-centered design, Zound has gone from strength to strength since first hitting the market in 2008, launching a wide range of iconic, award-winning products. Zound currently has around 250 employees, with offices in Stockholm, New York, Paris, Shenzhen and Hong Kong. In 2018 turnover reached about SEK 1.86 billion.