

Fall/Winter 2017: adidas Sports updates line of mobile accessories

- adidas will launch its new Sports FW17 iPhone X updates from November onwards
- Collection of lightweight products designed to protect mobile devices during intense workouts
- In November adidas will launch a new mounting system within a Running Bundle & Bike Bundle
 - A broad product range designed to serve all indoor and outdoor athletes
 - Retail prices varying between € 29,95 and € 64,95

Amsterdam, October Xth 2017 – With today's launch of an all-new collection of high-performance mobile accessories, adidas Sports aim to set a new bar in the fast growing market of protective sportswear. The new collection consists of a variety of flexible armbands, smart waist straps and extremely protective anti-slip and anti-shock cases. All carefully designed to protect mobile devices from bumps and scratches that allure during any kind of intense workout.

The lightweight Armband and Sports Belt for instance, make it possible to carry a mobile device directly to your body. Making sure that they cause as little as no unfavorable effect to speed or freedom of movement.



In cases close strapping isn't an option, the adidas' Grip Case provides a safe and sound alternative. It's fitted with an anti-slip grip band enabling athletes to engage in intensive running session while securely holding their phones in their hand. And also offers a magnetic stand to easily watch workout videos at any time and any place.



For athletes that thrive under the most extreme circumstances adidas developed a series of maximum protective phone cases. This product lines are called Agravic and Solo, tested to safely absorb extreme drops

that can occur during trail running and all kinds of climbing activities.

But probably the best and smartest feature of the Outdoor cases is that it's designed to prevent drops from happening in the first place. Due to it's ergonomic shape and the high-class rubberized all-around grip it secures a firm hold in every situation.



For the athlete that is looking for an all in one solution for biking and running activities; adidas is now offering two new bundles. The Running and Bike bundle both include dual-layered case with mounting solution integrated in the case. The Running bundle comes with a lightweight armband that allows easy and safe mounting of the case. The Bike bundle comes with a clip that goes around the bar of your steer and a weather cover that can be placed over the dual layered case so you can keep using your tracking activities and stay protected from the elements.



The new adidas Sports iP X updates will be launched by November and will be available through all known retails channels. Prices varying between € 29,95 for the Anti-slip Grip Case and € 64,95 for the Bundles. For more information about the product range and detailed specifications, please contact:

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Über die adidas AG

adidas ist einer der weltweit führenden Anbieter in der Sportartikelindustrie mit den Kernmarken adidas und Reebok. Das Unternehmen mit Sitz in Herzogenaurach beschäftigt mehr als 60.000 Mitarbeiter weltweit und generierte im Jahr 2016 einen Umsatz von 19 Mrd. €.

About adidas AG

adidas is a global leader in the sporting goods industry with the core brands adidas and Reebok. Headquartered in Herzogenaurach/Germany, the Group employs more than 60,000 people across the globe and generated sales of € 19 billion in 2016.

About Telecom Lifestyle Fashion

Telecommunications meets lifestyle and fashion – Telecom Lifestyle Fashion BV is a global partner for licensing, designing, developing, manufacturing, marketing and distributing high-quality protection accessories for mobile devices in leading luxury, lifestyle and fashion brands, a company with a passion for mobile communication accessories.

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