





**Road to Lisbon**™ was adidas' global football advertising campaign especially produced for the UEFA EURO 2004™, "Road to Lisbon"™ embodying adidas' everlasting passion and commitment to football. In the spot, 13 of the world's best football players are caught on camera as they travel on customized scooters from their respective home countries to Lisbon for the UEFA EURO 2004™ championships. As David Beckham said: "It's about the whole of Europe coming together. Not just the players, also the fans."