



The adidas Group headquarters in Herzogenaurach

adidas Group | The adidas Group strives to be the global leader in the sporting goods industry with sports brands built on a passion for sports and a sporting lifestyle. As a globally operating company, the adidas Group is represented in all important markets worldwide. The headquarters of the **adidas Group** are located in Herzogenaurach – the place where the company’s founder Adi Dassler once made his first shoes.

It all began in 1920, when Adi Dassler at the age of just 20 made his first shoes, in his mother’s laundry, using the few materials available after World War I. The idea was as simple as it was brilliant: Every athlete should be provided with the best equipment possible.

After the turmoil of World War II, Adi Dassler started up production again in 1948. On August 18th, 1949, he registered adidas in the commercial register in Fürth (near Herzogenaurach). The official name of the company back then was **Adi Dassler adidas Sportschuhfabrik**. First used in 1949, the 3-Stripes did not stay confined to their birthplace Herzogenaurach but started their victory lap around the world, becoming the most famous symbol and key identifier of **adidas**.

In 1989, the family-run company was transformed into a corporation, **adidas AG**, and has been listed on the stock exchange since 1995. With the acquisition of Reebok in 2006, the company was transformed into the **adidas Group**. Today, the Group is one of the leading sports companies in the world, with the core brands **adidas, Reebok, TaylorMade, Rockport** and **Reebok-CCM Hockey**. The product range includes everything an athlete’s heart desires from footwear and apparel to accessories, in categories ranging from basketball, soccer, fitness and training to outdoor, baseball, running and golf.

The **adidas** brand is organized in two divisions, adidas Sport Performance and adidas Sport Style, and also collaborates with numerous well-known designers. **Reebok** as a brand consists of the divisions Women’s Fitness, Men’s Sport and Classics. TaylorMade-adidas Golf, Rockport and Reebok-CCM Hockey are part of the Other Businesses of the Group.

The adidas Group has well over 46,000 employees worldwide, with more than 3,200 of them from over 50 nations currently working at the company’s headquarters in Herzogenaurach.

Herzo Base | The Herzo Base, located only a stone’s throw away from Herzogenaurach, has long left its past as a military base behind. The 114 hectares area is subdivided into four sections, one of them being the **World of Sports**, the headquarters of the adidas Group. In addition, at the former Herzo Base today there is also a residential area and a hotel, as well as the adidas Factory Outlet .

World of Sports | The World of Sports offers truly unique surroundings for the corporate headquarters of the adidas Group. Designed like a campus, the area covers 39 hectares in the northern part of Herzo Base. Besides office buildings, it has sports and outdoor areas, state-of-the-art exhibition halls and an award-winning staff restaurant. The historical white office building called **Spikes** houses the majority of the Herzogenaurach-based employees from areas such as product, sourcing and marketing.



One of the key buildings at the World of Sports is the **adidas Brand Center** which serves as a high-quality exhibition hall with total floor space covering 12,500m². It is the ideal platform to present the values, concepts and product innovations of the adidas brand. The building features several showrooms inside as well as state-of-the-art conference and presentation rooms. The adidas Brand Center also offers a “Walk of Fame” highlighting past milestones and the biggest successes of adidas and features the largest projection wall in the world.



In the summer of 2005, the sports ground, **Adi Dassler Sportplatz**, celebrated its official opening at the World of Sports, the latest addition to the broad offering of sports activities for adidas Group employees. The sports ground holds 2,100 spectators and is used for official events, company sports, soccer tournaments and product testing. During the 2006 FIFA World Cup™ in Germany, Adi Dassler Sportplatz was used as home base by the Argentinean national football team. Also the teams of Germany, South Africa and Mexico have held training camps here. Since May 2006, company founder Adi Dassler overlooks the ground as a life-size statue. In addition to the Adi Dassler Sportplatz, adidas Group employees can use a basketball court, tennis court, synthetic turf mini-football pitch, beach volleyball court and a gym, all located at the World of Sports.



The staff restaurant **Stripes** opened its doors at the beginning of 2000, after a construction period of 13 months. The interior of the glass building with its cafeteria and restaurant seats 300 people, with 100 additional seats on the outdoor terraces during the summer. It is situated close to the main office buildings, amidst a woodland grove on the banks of an artificial lake. Stripes was built based on an innovative ecological climate concept which eliminates the need for energy-intensive air-conditioning equipment.



Due to the growing team, the adidas Group is currently investing into additional office facilities. The new office building **Laces** will offer workplaces for 1,700 employees as of summer 2011. As another architectural milestone it will set new standards at the World of Sports. The special feature of the new building is that there will be connecting catwalks in the Atrium, which like the laces of a sports shoe will connect the ring-shaped building and thereby facilitate quick access to the various building sections.





Also at the World of Sports, a large infrastructure building named **Allround** can be found, which houses departments like incoming and outgoing goods as well as facility services.

World of Living | In the southwest corner of Herzo Base, the World of Living offers 600 **residential units** for around 2,000 inhabitants across 30 hectares. This area is divided into three residential islands enclosed by green spaces with the first area already completed. Furthermore, road access, transverse pathways and a large playground have been set up. The special quality of living is impressively underlined by the children- and family-friendly overall planning.



World of Commerce | The World of Commerce, the smallest of the four areas, currently contains the **adidas Factory Outlet** as well as a McDonald's restaurant. Since the opening in 2003, more than 1 million visitors from all over the world have come to the Outlet each year. The shop covering an area of 2,000m² offers discontinued products, B-grade products, retailer returns and samples at discount prices. The piazza in front of the store, with its giant video wall for public viewing, can be used for special events and has space for up to 2,000 people.



Public World | The Public World, covering a total area of 25 hectares, houses a conference hotel which opened its doors right in time for the 2006 FIFA World Cup™. The 4-star **Ramada hotel** offers 150 rooms (300 beds) and a wide range of leisure and gastronomy services, including a restaurant and bar as well as fitness and spa area. The hotel also has conference rooms, extending across 550m².



Other locations of the adidas Group in Herzogenaurach | In addition to the World of Sports, the adidas Group has another location in a large office building complex in the city centre of Herzogenaurach. Several hundred employees are located at **Adi Dassler Platz** and adidas Germany has its headquarters here, among other functions. The buildings at Adi Dassler Platz are the historical centre of the company - the old production building now serves as a cafeteria and the "villa" Adi Dassler and his family once lived in has been remodelled to serve as office space.

The newly developed **World of Global IT** in the industrial area of Herzogenaurach steers all IT tasks of the adidas Group worldwide.



SCHEINFELD | About 40 kilometres away from Herzogenaurach, the only adidas-owned **production facility** in Europe is located. At the Scheinfeld facility, founded in 1959, the “Copa Mundial” and “World Cup” shoes are still produced today. In the so-called “Made-to-Measure” department, customized shoes and individual pairs are produced. This includes footwear for people with orthopaedic problems as well as for top adidas athletes who are provided with personalized, customized shoes for their sport. Michael Ballack and David Beckham, for example, had their children’s names embroidered on their shoes.

In addition to the test centre, since November 2005, Scheinfeld also houses the **flocking department** for all products of the adidas range. Nearly 800,000 items are handled each year which are then distributed worldwide.



UFFENHEIM | From the distribution centre in Uffenheim, adidas brand footwear, apparel and hardware is dispatched to key retailers and sales organizations. In the last 10 years, the distribution volume has more than doubled. The Uffenheim location is one of the biggest adidas distribution centres in Europe, and from here products are shipped to 15 different European countries. Nearly 6,000 packages are dispatched each day on average, and nearly twice this number in peak periods.



General View

Herzo Base	<ul style="list-style-type: none"> • 114 hectares area, formerly a military base • subdivided into four sections: World of Sports, World of Living, World of Commerce and Public World
World of Sports	<ul style="list-style-type: none"> • 39 hectares • approximately 2,900 employees from over 50 nations • corporate headquarters of the adidas Group since 1999 • office buildings, sports and outdoor areas, state-of-the-art exhibition halls and an award-winning staff restaurant
adidas Brand Center	<ul style="list-style-type: none"> • 12,500m² • several showrooms, state-of-the-art conference and presentation rooms, largest projection wall in the world, adidas Walk of Fame
Adi Dassler Sportplatz	<ul style="list-style-type: none"> • space for 2,100 spectators • official events, company sports, soccer tournaments and product testing • home base of the Argentinean football national team during the 2006 FIFA World Cup™ in Germany • training camp of the national teams from Germany, South Africa and Mexico • a life-size statue of Adi Dassler sits in the stands
Stripes	<ul style="list-style-type: none"> • award-winning staff restaurant with an innovative ecological climate concept • 300 seats inside and 100 additional seats on the terraces
Laces	<ul style="list-style-type: none"> • office building with space for 1,700 employees • another architectural milestone at the World of Sports • connecting catwalks in the Atrium which will connect the ring-shaped building and thereby facilitate quick access to the various building sections
Allround	<ul style="list-style-type: none"> • infrastructure building which includes departments such as incoming and outgoing goods as well as facility services
World of Living	<ul style="list-style-type: none"> • 30 hectares residential area • divided into three residential islands • 600 residential units for around 2,000 inhabitants • children- and family-friendly overall planning
World of Commerce	<ul style="list-style-type: none"> • 20 hectares • more than 1 million visitors from all over the world each year • piazza in front of the store for public viewing and special events – up to 2,000 spectators
Public World	<ul style="list-style-type: none"> • 25 hectares • 4-star Ramada hotel with 150 rooms and 300 beds • wide range of leisure and gastronomy services, fitness and spa area, conference rooms
Adi Dassler Platz	<ul style="list-style-type: none"> • large office building with several hundred employees • also home to the headquarters of adidas Germany • location of the historical headquarters of adidas and the "villa" – the house Adi Dassler and his family once lived in
World of Global IT	<ul style="list-style-type: none"> • central location for all IT tasks of the adidas Group worldwide
Scheinfeld	<ul style="list-style-type: none"> • the only adidas-owned production facility in Europe • production of "Copa Mundial" and "World Cup" shoes • Made-to-Measure department/flocking department • adidas Test Centre
Uffenheim	<ul style="list-style-type: none"> • one of the biggest adidas distribution centres in Europe