



## **adidas Launches AM4 Project in Landmark Moment for SPEEDFACTORY Facility**

- **adidas Made For London (AM4LDN) shoe is first in a series of individually designed and manufactured shoes adidas will release in six key cities around the world -**
- **SPEEDFACTORY will allow for consumers to benefit from state-of-the-art manufacturing processes that allow adidas to create truly tailored product solutions with unprecedented speed, thanks to in market automated production-**
- **adidas has worked with running influencers in each key city to explore, test and co-create a product tailored to suit the unique demands for their city -**
- **SPEEDFACTORY is a manufacturing innovation platform that will enable personal and purpose-built products that fuel the future of how adidas creates -**

**Herzogenaurach, Germany, October 4<sup>th</sup>, 2017** – adidas has today announced the first major project to be created at its SPEEDFACTORY facility in Ansbach, Germany. The launch of the AM4 series heralds a significant moment for the brand in terms of the future of manufacturing, with SPEEDFACTORY being a facility that will allow adidas to explore, test and co-create with consumers, as well as constantly invent and reinvent design and define the future of how the brand creates.

The launch also marks the start of a key city journey for adidas SPEEDFACTORY, with the first product, the adidas Made For London (AM4LDN), which is tailored specifically for London, being the first of six key city locations that will have individually crafted footwear created. In the coming months Paris, Los Angeles, New York, Tokyo and Shanghai will also have bespoke product created tailored to the unique demands, and using local market insight, of each respective city.



Designed with a range of consumer benefits, such as lightweight stability and a far more sustainable product, the AM4 is a further step in what adidas believes will be the future of the industry with SPEEDFACTORY allowing for the creation of state-of-the-art product made for individual needs using athlete data. Each shoe is co-created using athlete data to help shape the design and development process. The AM4 project will be a constant BETA mode, with insights taken from consumers following each product launch used to shape future designs.

In the development process for the AM4LDN, adidas has worked closely with a group of consumers from the city in order to gain unique insights into the specific demands of runners in London. This process will be applied in future locations in order to create the ultimate tailoring possible for each city.

The SPEEDFACTORY in Ansbach, Germany is now fully operational and will soon be joined by a second facility in Atlanta, USA. The production of AM4 footwear for all markets will be supported by both locations, but each facility's main focus will be localised production.

Paul Gaudio, adidas Global Creative Director, said: "The SPEEDFACTORY story is bigger than one product. It is really an enabler for speed, precision and responsiveness. Ultimately SPEEDFACTORY will allow us to co-create unique product solutions based on individual athlete needs and desires – delivering what they want, when and where they want it."

"This is a moment and another step towards the future of how we create products with athletes. AM4 represents the future of manufacturing that will see product created at greater speed, precision and personalisation."

AM4PAR, the shoe created for Paris, will follow the AM4LDN launch (Thursday 26 October) before further launches in Los Angeles (AM4LA), New York (AM4NYC), Tokyo (AM4TKY) and Shanghai (AM4SHA) in 2018.

For more information visit [adidas.com/Speedfactory](https://adidas.com/Speedfactory)



**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 60,000 people across the globe and generated sales of € 19 billion in 2016.

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