Information

adidas supply Team GB track cycling with exclusive secret weapon
- The ADIPOWER muscle warming 'hot pants' -

Today adidas, Official Sportswear Partner of London 2012, unveiled an innovative piece of technology that will be used exclusively by the GB track cyclists at London 2012. This new ADIPOWER muscle warming garment is born from four years development between adidas, British Cycling and Loughborough University.

Similar to the role of tyre warmers in Formula 1 motor racing, which pre-heat the tyres to ensure optimum performance, adidas has collaborated with British Cycling and developed a muscle warming garment aimed to have a similar effect for the sprint cyclists.

Recognising the importance of muscle temperature for maximum power and therefore sprint cycling performance, the garment comprises battery powered heated filaments that are positioned to sit exactly over each individual athlete's core muscle groups to ensure that the muscles maintain their temperature between the warm-up and when the athletes hit the start line.

The tailor-made garment, nicknamed the 'hot pants' by the cyclists themselves, is designed to be worn in the time between warm-up and competition when the athletes are mentally preparing for their race, preventing the muscles from cooling down. A quick release mechanism incorporated into the trousers enables them to be worn right up until the final minute.

Jonathan Leeder, Physiologist English Institute of Sport / British Cycling said; "The aim of the muscle warming garment is to hold onto muscle temperature following the warm-up to ensure the cyclists get onto the start line with a higher muscle temperature than their competitors, which we know is important during elite track cycling."

We have tested the suit extensively in training and the fact that all the sprint cyclists have altered their preparation to incorporate the garment shows that the garment has a positive effect on performance."

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Udo Mueller, spokesperson for the adidas Technical Marketing Innovations team said: “adidas continues to innovate and it is through cutting edge technology incorporated into our products that athletes set records and personal bests. The ADIPOWER muscle warming technology is the perfect example of this; we have worked closely with the British athletes, including Sir Chris Hoy and Victoria Pendleton, to develop a piece of apparel designed to meet a specific performance need and we are looking forward to seeing the results on the track.”

Sir Chris Hoy said: “I have definitely been feeling the benefits of the ‘hot pants’. As soon as you take them off immediately before you do your standing start or flying effort, your legs feel like they are ready to go. You feel like you did at the end of a warm up but not out of breath or fatigued from it. It gets you in the optimum state for training and competition.”

Matt Parker, Director of Marginal Gains, GB Cycling said: "The aim of the British Cycling marginal gains strategy is to develop a performance advantage through the application of cutting edge science and technology. What adidas has delivered with the muscle warming garment is a key component of our performance preparation."

The GB track cyclists will #takethestage on 2 August 2012. To find out more about adidas and the ‘Take the Stage’ campaign visit adidas.com/all2012 @adidasUK

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Notes to editors:

- adidas is a tier one sponsor of the London 2012 Olympic & Paralympic Games. As Official Sportswear Partner for London 2012, adidas will design and produce official kit and apparel for Team GB/ParalympicsGB and officials, as well as a range of lifestyle products available at retail.
- adidas has a long heritage and association with the Olympic & Paralympic Games having been involved since 1928. adidas continue to innovate and it is through cutting edge technology incorporated into their products that athletes set records and personal bests. www.adidas.com