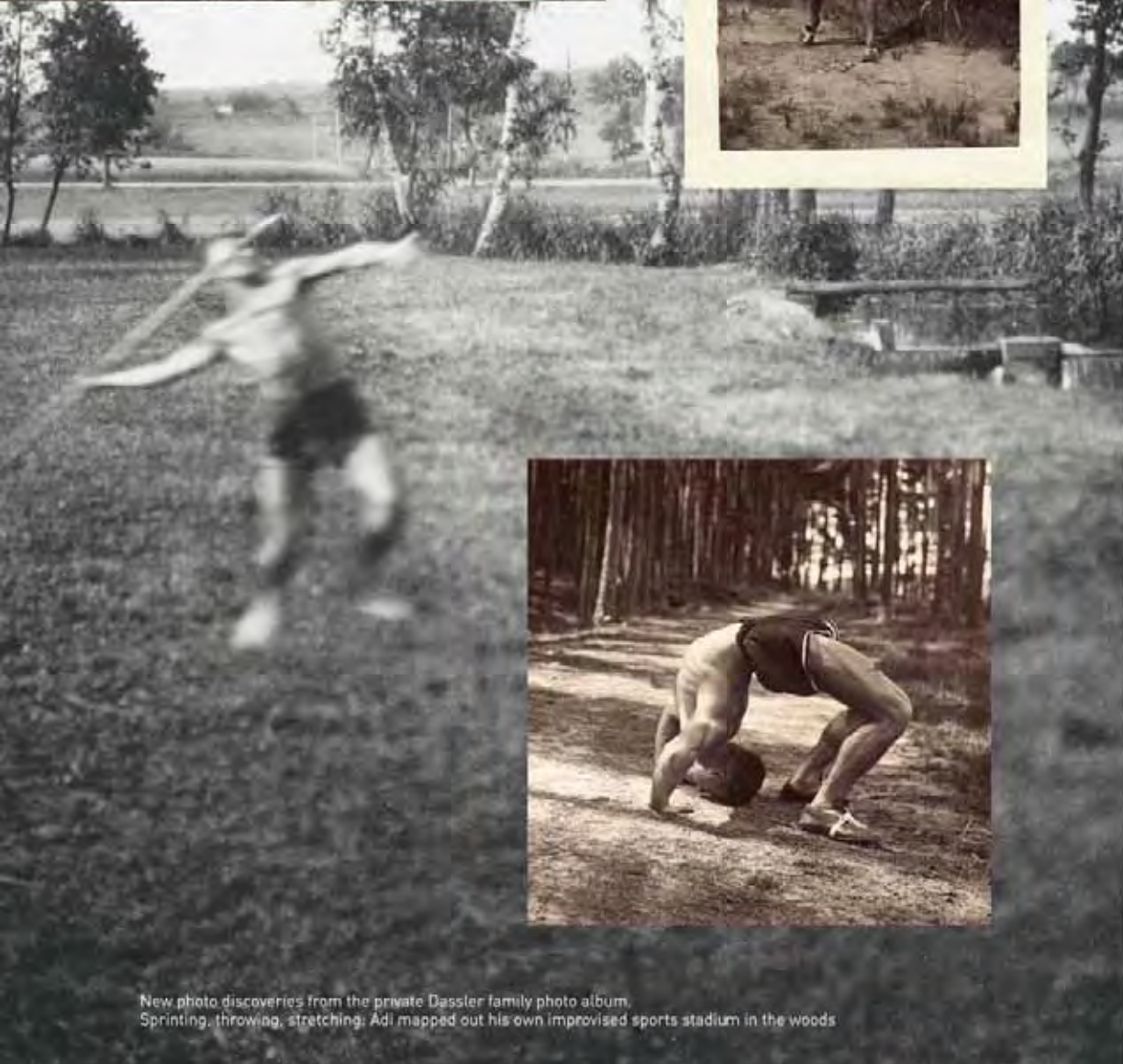






The irrepresible sportsman Adi Dassler tries out his home-made skijump in the Gründla valley near Herzogenaurach



New photo discoveries from the private Dassler family photo album.
Sprinting, throwing, stretching: Adi mapped out his own improvised sports stadium in the woods



“I KNEW I HAD TO DO SOMETHING DIFFERENT”

DICK FOSBURY

Let's talk about the obvious thing first, Dick: the Fosbury Flop, and how the whole thing started.

Well, the story is that as a young boy growing up in Medford, Oregon, I loved doing all sport. Our coach taught us to jump the western roll, where we cleared the bar on our belly, and the scissors. Walking home from school with a friend, I would stop at the high jump pit, put up the bar and try a couple of jumps. I was doing the scissors style, so intuitively it was the natural style for me and that's what I used until I reached high school. Then the coach noticed I was scissoring and thought I was just goofing off but I explained to him this was the style that I'd learnt.

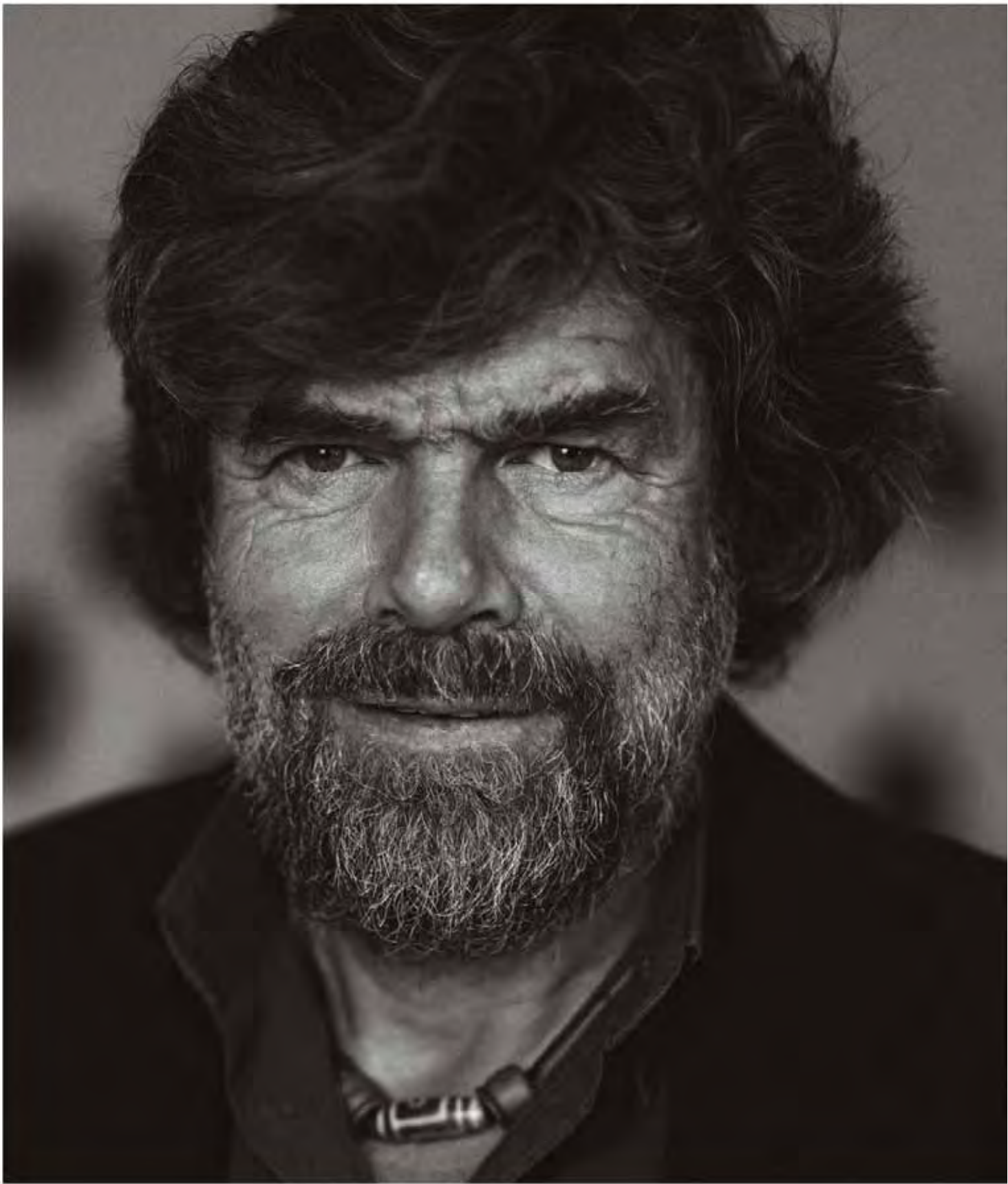
You were the only one doing it.

Right. I'd been reasonably successful all the way through school, I could occasionally win a meet and I was competitive. But he said the scissors was old, it wasn't so efficient, and I should learn the western roll or the straddle. He began to coach me and of course I was starting over, trying to learn this technique, jumping at 5 feet (1.53m), about a foot (30cm) behind the other jumpers and my personal best was 5'4 (1.63m). It was hard to

be at such a low level when I was accustomed to at least being competitive. After four or five competitions I had improved a bit, but was still far behind everybody else. *I was the worst jumper on our team, the worst jumper in the conference.*

Hardly the stuff of Olympic champions...

For the next competition, I decided to revert to the scissors and see if I could get a good jump and try to boost my confidence. They started the meet, I cleared 5'4 (1.63m), and they raised the bar two inches (5cm) each time. I'd never cleared 5'6 (1.68m) before, and I knew I had to do something different. The next attempt, I tried to lift my hips up, so that my butt wouldn't hit the bar, and my shoulders went back a little bit. And I made it. They raised the bar to 5'8 (1.73m); I felt encouraged that it had worked and needed to do the same again. I jumped harder, lifted my hips up more, and it worked again. I finished the day clearing 5'10 (1.78m), and I was nearly flat on my back, simply upside-down to everyone else. I had changed the scissors style from sitting to lying on my back, and it had improved my performance by six inches (15cm) on that one day.



“THE TRICK IS TO AVOID DYING”

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REINHOLD MESSNER

Reinhold Messner, at the moment you're busy preparing a new collection with adidas – not the first time you've worked with adidas...

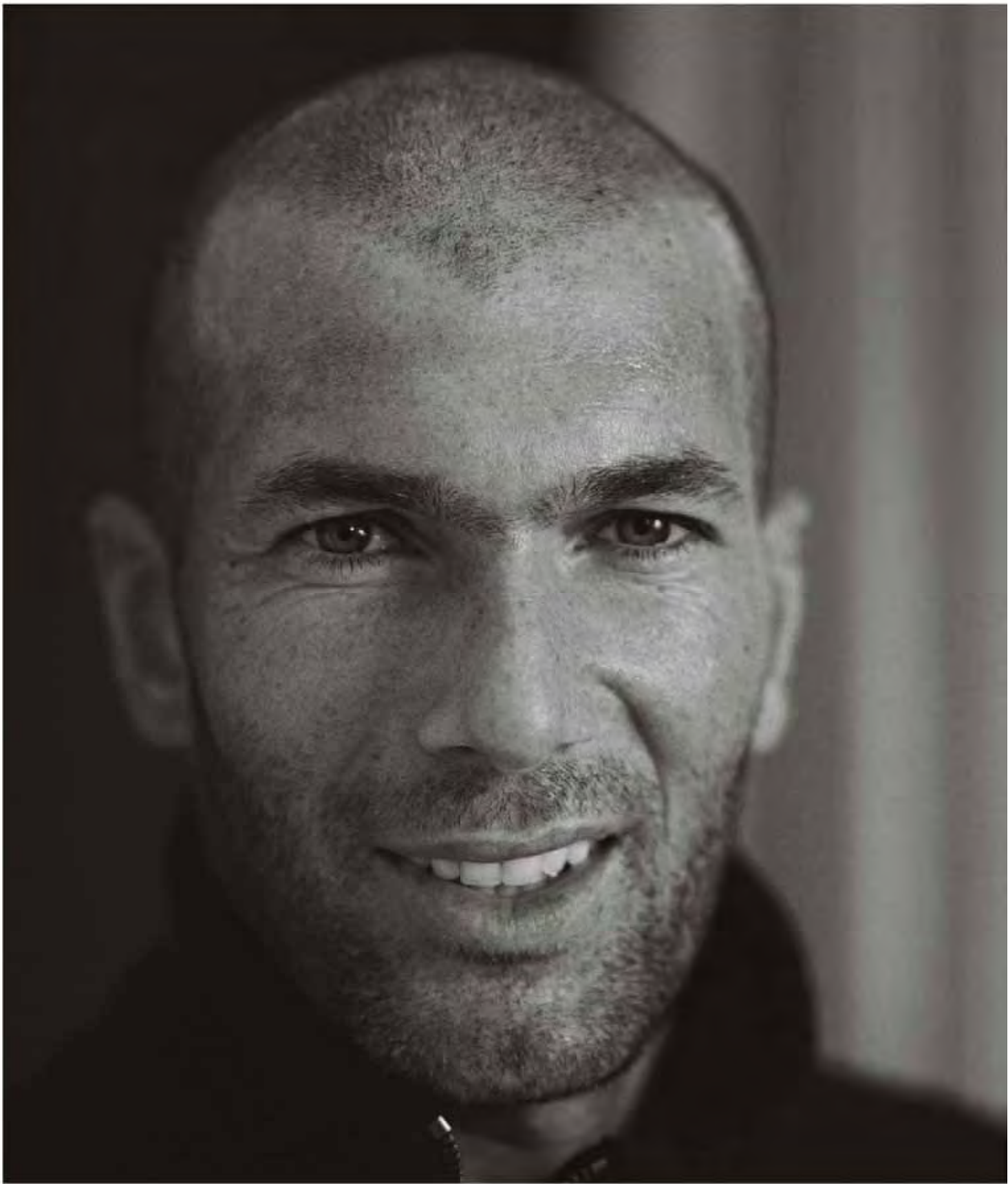
The first time I spoke with Adi Dassler was well over 30 years ago. In the early days we used to trek up to the foot of the big mountains in heavy climbing boots, up to 20 days of walking, but it was a long way from Kathmandu or Lhasa to Everest and we had to walk that long distance in lighter shoes. It was something of a sacrilege when we first began to use trainers to get to base camp; that was regarded as the worst thing you could possibly do. The Everest base camp is at about 5,500 metres. We could get that far without problem, even if it snowed, and we could also wear them to go through rivers if we had to, we just emptied out the water and carried on. What we needed were trekking boots, and that's how the first trekking boots came into being, the first to be mass-produced, that I then continued to wear for my expeditions for years. When I climbed Everest solo in 1980 I even wore them up to 7,000 metres, then of course I changed to bigger and heavier boots for the final ascent.

There have been other climbing boots on the market and still are, but adidas had not had anything to do with them. How did you manage to think of adidas?

If I remember rightly, there was a very good climber called Toni Reiter working for adidas promotion at that time, and I asked him if there was any chance of adidas making lighter boots for the walk-in. Nobody had made trekking boots at that time; there were either the light training shoes, or the heavy climbing boots. Trekking itself was relatively new; people had started trekking towards the end of the 1960s, early 70s, and there were relatively large numbers of Europeans who went hiking in the Himalayas. They called it trekking, walking from one village to another, overnighing in tents in small camps and going up not just as far as base camp but sometimes a bit further.

Were you thinking of your own requirements or were you thinking wider, and the interests of the sports market more generally?

I was only thinking of myself and what I needed for our expedition. I never stopped to think what more might be made out of them. Shoes and boots



“A PRESENT FOR A LIFETIME”

393

ZINÉDINE ZIDANE

What did you know about adidas when you were a kid, Zizou?

You could say that although I'm now an adidas ambassador and part of the adidas family, adidas actually meant even more to me when I was a kid. I was about eight when something happened to me that was the greatest thing in my life. My father saved his hard-earned money for a year to be able to afford to buy me a pair of adidas football boots, Copa Mundials, the best at the time.

Did you know he was saving for them, or was it a surprise?

It was such a huge effort he had to make that of course we all knew about it, even my mum went along with it, but it didn't make life easy. I did get a bit watery-eyed when I came home and saw them... and you know, even now, looking back, it still moves me to think about it.

Was that a Christmas present or a birthday present?

No. It was a present for a lifetime. A whole year he had to put money aside, so it was greater than any Christmas present. It was more than any kind of present, it was something that you could hardly

imagine in the Zidane family. A pair of those boots cost 500 francs at the time, and 500 francs in the budget of a modest little family like ours was a huge amount of money. He saved all year and I shall always remember it, as long as I live, how he saved to get those boots for me.

So your dad was convinced his son had the talent to become a great footballer, even at that early age?

I don't think he ever really thought I would get to where I got. What he really wanted was just for me to enjoy my sport, although maybe he did have it in the back of his head that I could have a career. He knew that the Copa Mundials were the only thing I would want, they were the ones you had to have, or the World Cups.

And how did it feel when you got them and put them on?

You just can't imagine. When you get any present when you're a child, you remember it most of your life, but this really left a mark on me. I still feel like it was yesterday that I took them out and tried them on; then how I would look after them, shine them up...



“I LIKE REVOLUTIONS!”

YOHJI YAMAMOTO

Yamamoto-san, how did you have the idea of cooperation with adidas?

There was a moment around the end of the 80s, some very strange sneakers started walking in the streets of the world and I found them ugly. I wondered what was going on. That was the first shock for me. That was the first moment that I got interested in sports shoes.

You could see they were popular but not attractive.

They were so popular, but for me they were ugly. They were shaped like monsters, and with colour combinations that were just not acceptable to my sense of beauty. But in the case of adidas, it was not that bad.

adidas appeared better than the others?

Yes, they looked as if they were keeping their history.

But they were essentially sports shoes...

Yes, sports shoes in the street.

And you say you were not interested in sports shoes at that time?

At that time, no. I was just shocked.

So what did you do about it?

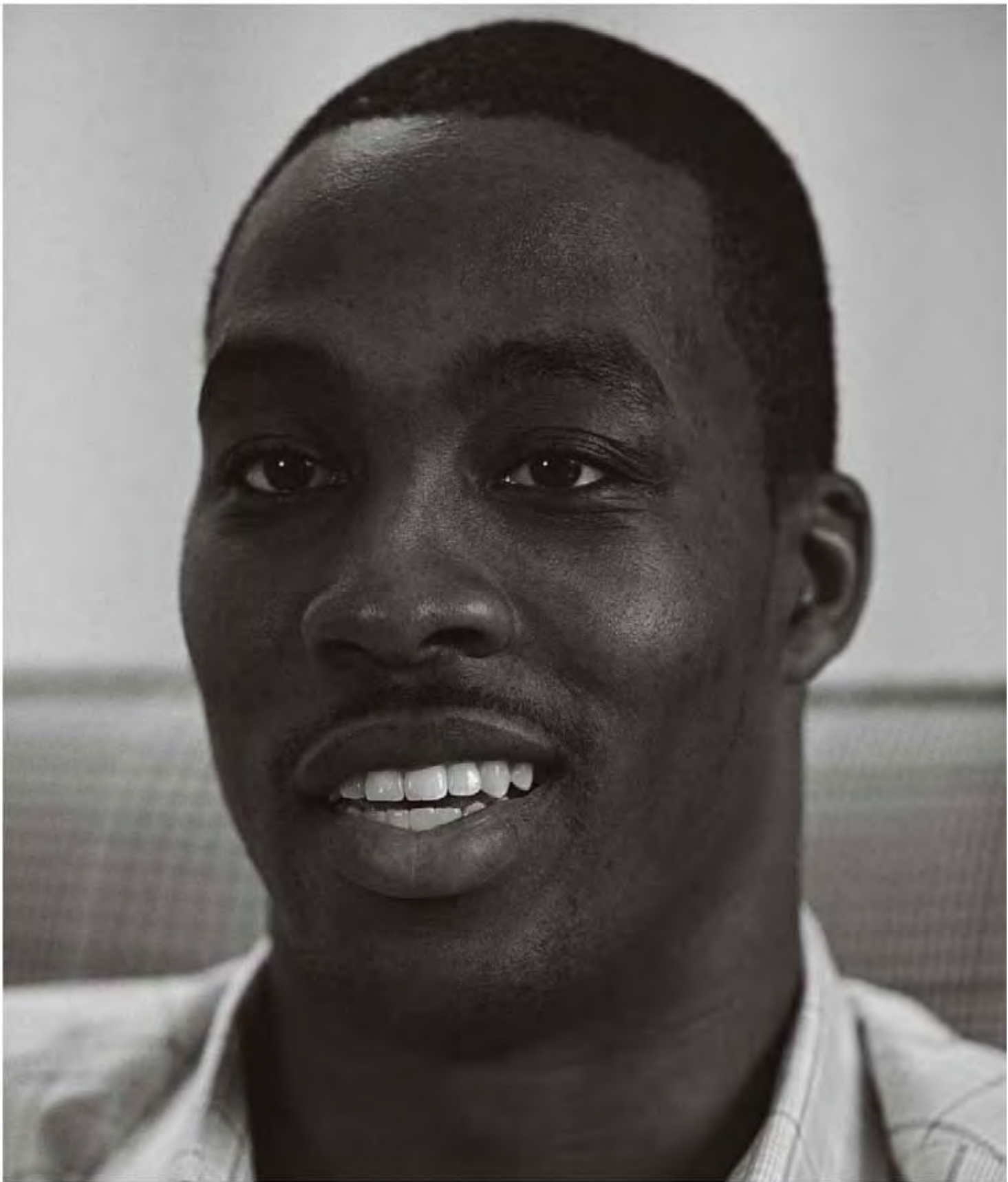
I told myself it's not enough to get angry about. I thought I might be able to work by putting my clothes together with shoes like these.

If I understand you correctly, your observation was based upon all sports shoe brands, and adidas was the least problematic – so why did you choose to cooperate with adidas?

Well, I was attracted by the 3-Stripes. It could have been four stripes, five stripes – stripes, because stripes are very strong as an image. Sometimes on the highway or street or road, when there are some stripes it means Be Careful! It is very strong.

Had you worked with stripes yourself already, in your own work?

Not much. It was the first time. Several years ago I said to my main assistant, hey, I want to work with adidas, so why don't you ask them to make all the shoes for one collection for a summer season.



“YOU’VE GOT TO BE GOOD BEFORE YOU CAN BE GREAT”

565

DWIGHT HOWARD

Dwight, you’ve become the flag-bearer for adidas basketball operations here in the US, but you already knew adidas from your school days back in Atlanta, right?

Right. I’ve been with adidas since I was, say, about 14, maybe even younger. The team I was with, the Atlanta Celtics, was sponsored by adidas. The first pair I had were some green shell-toes, and after that I just fell in love with the style and the way they felt.

You joined the company in 2004 and that agreement was renewed in 2007, so somebody must have been doing something right!

Well yeah! There’s no other company I even wanted to be around, because of the great relationship I have with all the staff. It’s great being able to design your own shoes and being able to say, hey, I had a part in helping this adidas brand to get out. It’s a big honour. A lot of the shoes I’ve worn in the past and I’m wearing now, I’ve had a chance to sit back and think about what I wanted on them.

And what do you want on your personal shoes?

I have a picture of my son, Braylon, on my shoe; there’s a strap, and you open it and there he is when he was a baby. On the other shoe there’s a picture of me and NBA Commissioner David Stern when I got drafted. And there’s a scripture on them, Philippians 4.13, *I can do all things through Christ who strengthens me*. It’s one of the scriptures that has taken me a long way. Growing up in Atlanta, no one really believed in me, but I stuck with that scripture and I had to put it on that shoe.

What size do you take?

Eighteen! Little feet!

If they’re that big, they’re bound to be heavy.

Well, yes, they are heavy to everybody else, I guess, because they’re so big, but to me they’re light. The shoes I wear feel good, they’re very comfortable, and once anyone wears them and then maybe goes back to wearing other kinds, they say, oh, I need to wear these new shoes. Now I throw my shoes out into the crowd for the fans, so every game I’ve got a new pair. And I think they



1925-2010

FOOTPRINTS

583

From the first track and field shoes cobbled by Adi Dassler in the early 1920s in his mother's converted washroom to the latest state-of-the-art footwear of today's leading athletes, from coarse leather and hand-forged iron spikes to futuristic feather-light synthetics, the story of adidas products is simultaneously the story of the adidas brand. A long and colourful story, with its own highlights and milestones and its own list of world-class sportsmen and women who have worn adidas in their moment of supreme victory.



1928 Bahn



1935 Trail



1939 Road



1952 Marathon



1960 Rom



1969 Achill



1972 SL72



1975 Trimm Trab



1976 TRX



1977 Formel 1



1978 Country



1979 Marathon Trainer



1979 Nitejogger



1980 LA Trainer



1980 Marathon 80



1982 Oregon



1984 Fire



1984 Micropacer



1985 APS



1988 ZX8000 TORSION®

589



1993 EQT Cushion



1994 Tubular



1997 Salvation



1998 Supernova



2001 adidas_1



2002 CLIMACOOL®

2002 a¹

2004 adiZero



2006 adiSTAR® Fusion



2007 adiSTAR® Control

2008 adiSTAR®
Haile Gebrselassie

2010 Powerbounce Ambition



TIMELINES 1900-2010

TURNING POINTS

607

Three themes run like three stripes through the story of adidas since the year of Adi Dassler's birth over a century ago: outstanding individuals, ground-breaking products and key events. Together they form the historic turning points in the chronology of sport and the adidas brand. Graphically combined, these defining elements chart how the origins and the progress of the adidas brand have generated an incomparable and lasting heritage.

1976



Alberto Juantorena [CUB]
Olympic gold 400m, 800m



Waldemar Cierpinski [GDR]
Olympic gold marathon (also 1980 Moscow)

Vasili Alexeyev [USSR]
Olympic gold super-heavyweight weightlifting (also 1972)



Nadia Comaneci [ROM]
3 x gold Olympic gymnastics, first to score perfect 10

Annegret Richter [GER]
Olympic gold 100m



Olympic Games Montreal
83% of all athletes wear adidas



Ski jumping boot
used at the 1976 Winter Olympic Games in Innsbruck

1977



Rosemarie Ackermann [GDR]
First woman to jump 2 metres



Portland Trail Blazers
NBA Champions



adidas company logo



Company
adidas acquires Erima brand from owner Erich Mak, April 1977



Formel 1
Running shoe with a cushioning spoiler

1978



Grete Waitz [NOR]
wins first of nine consecutive New York marathons



Reinhold Messner [ITA]
First to climb Everest without oxygen

Award
Adi Dassler inducted into US Hall of Fame of the National Sporting Goods Association



Adi Dassler †
dies 06.09.1978

Käthe Dassler
and son-in-law Alf Bente take over running of adidas

FIFA World Cup Final, Buenos Aires
Le Coq Sportif team Argentina beat The Netherlands 3-1



Tango
Official ball at the FIFA World Cup in Argentina



SUPER TREKKING boot
developed together with Reinhold Messner

1979-1980



1979: Cornelia Hanisch [GER]
World champion foil fencing



1980: Marathon of Hope
Canadian runner Terry Fox runs daily marathons to help fellow cancer sufferers



1980: Teofilo Stevenson [CUB]
Third Olympic gold heavyweight boxing

Façonnable
1979: Horst Dassler
signs licence agreement with Façonnable brand



1979: TopTen Hi
First high-tech basketball shoe developed with and for playmakers



1979: Copa Mundial
Multi-studded moulded sole boot is born



1980: Erich Schärer [SUI]
Olympic gold 2-man bobs



1980: Marius Yifter [ETH]
Olympic gold 5,000m, 10,000m



1980: Olympic Games Moscow
80% of all athletes wear adidas



1980: Company
Construction starts on adidas administration building II in Herzogenaurach

1980: Production
50-55 million pairs of shoes



1980: Handball Special
with an Adi Dassler innovation - a flex channel around the whole outer edge of the sole

1981



Horst Dassler receives award, together with Primo Nebiolo (IAAF) and Monique Berlioux (IOC), from the US Sports Academy (USSA) at IOC Congress for services to development of sports in the Third World

1982



Horst Dassler presents the Golden Shoe to European top scorer Georgi Slavkov (BUL.)

Horst Dassler establishes ISL (Int. Sports, Culture and Leisure) Marketing in Lucerne



FIFA World Cup Final, Madrid
Le Coq Sportif team
Italy beat West Germany 3-1

Statistic
adidas has subsidiaries, licensees and factories in 40 countries, making 700 different products, with 700 patents or utility models worldwide and exports to over 150 countries.

Employees
8,829



Tango Espana
Official FIFA World Cup ball with new sealed seams to drastically reduce water absorption and weight



Grand Slam
Tennis shoe with Vario System, the individual adjustable cushion system

1983



Robert de Castella (AUS) wins marathon at inaugural World Track and Field Championships



Walter Röhrl (GER)
Second world rally driver title

First IAAF World Track and Field Championships in Helsinki
adidas athletes win 99 medals (35 gold, 33 silver, 31 bronze)



Stan Smith shoes
The Guinness Book of Records lists the Stan Smith tennis shoe as the highest-selling sport shoe



Golf shoe
Golf becomes more and more popular

1984



Roger Kingdom (USA)
Olympic gold 110m hurdles (also 1988)



Michel Platini (FRA)
captains France to EURO 84 title



Käthe Dassler †
dies 31.12.1984



Horst Dassler
acquires the Pony brand



Olympic Games Los Angeles
124 of 140 nations compete in adidas and win 259 medals (81 gold, 82 silver, 96 bronze)



Daley Thompson (GBR)
Second Olympic decathlon gold (after 1980)



Ulrike Meyfarth (GER)
Second Olympic high jump gold (after 1972)



Horst Dassler
receives Olympic Order of Merit

Legal status
Name changes to adidas Sportschuhfabriken Adi Dassler Stiftung & Co. KG



Licensee agreement
with Margaret Astor (now part of Coty SA)



Micropacer
First running shoe with integrated mini computer to measure steps, mileage, time and average pace



adidas company logo

1993



Henry Maske (GER)
IBF world light-heavyweight champion 1993-96



Bernhard Langer (GER)
Second US Masters title



Robert Louis-Dreyfus
becomes CEO of adidas AG and starts programme of restructuring and modernisation



Rob Strasser †
dies 30.10.1993



Licensee agreement with Silhouette for eyewear



Mutombo basketball
developed for Dikembe Mutombo (DRC) with African-inspired graphics

1994



Jens Weissflog (GER)
adds two Olympic ski jumping gold medals to that won in 1984



Jonah Lomu (NZL)
makes debut for All Blacks

FIFA World Cup Final, Los Angeles
Brazil beat Italy on penalties after 0-0 draw

adidas PREDATOR® Cup
First edition of adidas PREDATOR® Cup football tournament for young talent in cooperation with the adidas Bundesliga clubs in Germany



Licensee agreement with Stelux (-2005) for watches



Questra
Official FIFA World Cup ball inspired by US space-age technology with high-tech layer of white PE foam for better control and a faster kick



PREDATOR®
More power, more swerve, more control, launched for the FIFA World Cup

1995



Michael Michalsky
joins adidas as Head of Apparel Design, later Global Creative Director (2000)



Haile Gebrselassie (ETH)
beats world records for 5,000m and 10,000

World Wide Web
adidas joins world wide web www.adidas.com

adidas
Flotation of the company on the Frankfurt and Paris Stock Exchanges



Feet You Wear Freddy logo



Feet You Wear tennis shoe
A concept that allows the foot to act naturally.

1996



Donovan Bailey (CAN)
Olympic gold 100m



Stefanie Graf (GER)
7th Wimbledon, 5th US and 4th French Open titles



Olympic Games Atlanta
6,000 athletes from 33 nations wear adidas, adidas supplies products for 21 of the 26 sports

Events
DFB-adidas Cup;
adidas Basketball Camp;
adidas Adventure Challenge

Campaign
We Knew Then We Know
New Olympic Games campaign to commemorate the 100th anniversary of the Modern Olympic Games



adidas logo



Donovan Bailey's spikes

1997



Ana Fidelia Quirot (CUB)
retains world 800m title

Award
Robert Louis-Dreyfus honoured as Manager of the Year by the German *Manager-Magazin*



adidas AG
acquires the Salomon Group with the brands Salomon, TaylorMade, Mavic and Bonfire. The new company is named adidas-Salomon AG



Secret project: Snowboard softboot
never made it to the market due to the acquisition of Salomon

1997



Herbert Hainer, Erich Stamminger and Glenn Bennett nominated as Members of the Executive Board (from top)

1998



Zinedine Zidane (FRA) scores twice as France win FIFA World Cup Final and is nominated FIFA World Player of the Year



Georg Hackl (GER) Third Olympic gold luge

FIFA World Cup Final, Paris adidas team France beat Brazil 3-0

Employees 12,036 world (incl. Salomon Group)

Partnership New York Yankees signed



New corporate logo introduced following adidas-Salomon merger August 1998



Tricolore Official FIFA World Cup ball with French flag colours



Outdoor Badlander

1999



Jonah Lomu (NZL) and New Zealand Rugby Union sign new deals with adidas



Herzogenaurach New adidas headquarters at the World of Sports campus in Herzogenaurach open, May 1999



Jonah Lomu's boot

2000



Ian Thorpe (AUS) 3 x Olympic gold medals wearing adidas full-body swimsuit



Maurice Greene (USA) adds Olympic 100m and 4x100 gold to five World Championship golds



Olympic Games Sydney adidas sponsors more than 3,000 athletes



adidas-Salomon AG is admitted to the DJSGI (Dow Jones Sustainability Group Index)



Audi Design Cooperation for Basketball

2001



Herbert Hainer appointed as Chief Executive Officer of adidas AG



EVERY HAS A STORY

First Originals marketing campaign Every Trefoil has a Story



Retail adidas Originals store opens in Berlin (28.09.2001)



Yohji Yamamoto First product of the cooperation with Yohji Yamamoto