



5th November 2010

**adidas – adidas announces
expanded partnership with Fyshe Limited**

With a long established heritage in Motorsports, adidas announces an expanded partnership with Fyshe Limited out of London, UK. Fyshe will become the official licensee and distributor of adidas Motorsports equipment beginning in January 2011. The expansion of the partnership established in 2005 to market and distribute adidas race boots will enable Fyshe to offer a range of functional racewear and team wear to drivers, teams and specialist Motorsport equipment retailers through out the world. adidas is extremely pleased to have in Fyshe a partner dedicated to and knowledgeable about Motorsports to continue the heritage in Motorsports.

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For more information please click on link below:

[adidas-announces-expanded-partnership-story](#)