



## **Fyshe Distributes new adidas Race Boots**

London, 17 November 2005 – Fyshe Limited, a strategic sports marketing and sponsorship consultancy, will today start distributing a new adidas race boot.

Inspired by the original adidas Monza boot worn by the world's greatest racers, the new adidas Feroza Elite has been designed 'by drivers for drivers'.

The lightweight Feroza Elite is manufactured in split -suede and full grain cow hide with a full armortex® flame retardant lining. It has a low profile sole of oil resistant and fire retardant rubber which provides superior pedal feel and grip. Using an asymmetric heel chassis and cup, the Feroza Elite supports the foot and provides optimal heel/foot positioning for high speed pedal movements. The Feroza Elite is manufactured in compliance with FIA international standard 8856-2000.

Chris Nurse from Fyshe, the worldwide distributor for the Feroza Elite said: ***“The Feroza Elite boot is a premium product which will appeal to both professional drivers and amateurs, whether they are competing in top formula racing or having fun on track days. This boot is made for driving and provides the performance, safety and comfort which is needed for good lap times.”***

The Feroza Elite will be available worldwide from a limited number of specialist retailers. In addition the boots will also be stocked in the UK by the Silverstone Racing school.

Richard Phillips, Managing Director, Silverstone Circuits, said: ***“Silverstone is one of the world's leading motors sport academies, so we were very interested to hear about the adidas racing boot. The new Feroza Elite boot combines, safety, performance and comfort with adidas's heritage, which is why we will be stocking it and recommending it to our employees and customers”.***

The adidas Feroza Elite boot goes on sale from 17 November 2005. Further information and details of stockists can be obtained at [www.race-boots.com](http://www.race-boots.com). The adidas Feroza Elite is priced in the UK at £135.72 plus VAT, and comes in two colours black/white and red/black.

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**A high resolution visual of the product is available on request. For more information please contact: Stephen Davie on 020 7457 2004 [stephen.davie@collegehill.com](mailto:stephen.davie@collegehill.com)**

**For information on adidas products in the UK, please contact Sarah Gower, Head of PR, adidas UK, +44 (0) 20 7670 2700.**

**Notes to editors:**

**Fyshe Limited**

Fyshe Limited is a strategic sports marketing and sponsorship consultancy, which for a range of clients articulates the opportunities and threats of sponsorship investment. Maximum value is realised from sponsorship packages through the use of innovative investment strategies, and creative marketing techniques.

Fyshe is best known for its work in the motor sport arena and has diversified into motor sport safety technical development and marketing, but also works across a range of different sporting activities, including tennis and golf.

[www.fyshe.com](http://www.fyshe.com)