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adidas UNVEILS CUTTING-EDGE BOXING AND COMBAT SPORTS PRODUCT LINE AT DICK'S SPORTING GOODS

November 18, 2024 – Paris, France – Double D Imports SAS, the global licensee of **adidas boxing and combat sports**, including all martial arts, is excited to announce the launch of its innovative Boxing and Combat Sports product line and it is now available at select DICK'S Sporting Goods stores and online at <https://www.dickssportinggoods.com/f/adidas-boxing-gear>. This new collection launched in-stores on November 15 and is designed to enhance performance and safety for athletes at all levels, from beginners to advanced practitioners.

Designed and tested by professional athletes, the adidas Boxing and combat sports line leads innovation in equipment, featuring state-of-the-art technology and materials to deliver unparalleled performance and durability. Key highlights of the collection include:

adidas Tilt Gloves: Ergonomically designed gloves that provide superior wrist support and protection, enhancing performance during intense training and sparring sessions.

adidas Hybrid 250 Gloves: Versatile gloves featuring the patented Duo Lace Hook & Loop closure, combining the support of a laced glove with the convenience of a Hook & Loop closure, offering a perfect balance of comfort, protection, and durability.

adidas Max (Online Only at
<https://www.dickssportinggoods.com/p/adidas-max-4-in-1-free->

standing-body-opponent-

24adiahbrd150wmnb36/24adiahbrd150wmnb36 : A freestanding body opponent that simulates real-life sparring with adjustable height and realistic movement, perfect for honing striking skills. This is just one part of the unique Combox 4 system that will be made available later this year.

"We are thrilled to bring our new adidas Boxing and Combat Sports line to DICK'S Sporting Goods," said Christophe Dessalles, Managing Director at Double D Imports SAS. "This collaboration underscores our commitment to providing athletes with the best tools to reach their full potential, whether they are training for competition or personal fitness goals. We have been the sole supplier of several Olympic games including Paris 2024 and across all combat sports, additionally we are already working hard to ensure we are part of the 2028 Olympics in Los Angeles. This shows our long-term commitment to combat sports under the adidas brand and that we plan for that commitment to continue for the long term."

The launch will be celebrated with in-store events at select DICK'S locations, featuring demonstrations by professional athletes and coaches and opportunities for customers to experience the new products firsthand.

adidas continues to lead the way in sports innovation, leveraging its expertise and dedication to athlete performance and safety. The new Boxing and Combat Sports line is a testament to this commitment, offering products that empower athletes to train harder, smarter, and achieve their goals.

For more information about the new adidas Boxing and Combat Sports product line and to find a participating DICK'S Sporting Goods store near you, visit [DICKS.com](https://www.dicks.com).

About Double D Imports SAS

Double D Imports SAS is the global licensee of adidas boxing and combat sports categories, including all martial arts. Committed to innovation and excellence, Double D Imports SAS collaborates with boxing and sports associations worldwide to create and provide approved products for amateur and professional boxing.

About DICK'S Sporting Goods

DICK'S Sporting Goods (NYSE: DKS) creates confidence and excitement by inspiring, supporting and personally equipping all athletes to achieve their dreams. Founded in 1948 and headquartered in Pittsburgh, the leading omnichannel retailer serves athletes and outdoor enthusiasts in more than 850 DICK'S Sporting Goods, Golf Galaxy, Public Lands, Going Going Gone! and Warehouse Sale stores, online, and through the DICK'S mobile app. DICK'S also owns and operates DICK'S House of Sport and Golf Galaxy Performance Center, as well as GameChanger, a youth sports mobile platform for live streaming, scheduling, communications and scorekeeping.

Driven by its belief that sports have the power to change lives, DICK'S has been a longtime champion for youth sports and, together with its Foundation, has donated millions of dollars to support under-resourced teams and athletes through the Sports Matter program and other community-based initiatives. Additional information about DICK'S business, corporate giving, sustainability efforts and employment opportunities can be found on dicks.com, investors.dicks.com, sportsmatter.org, dickssportinggoods.jobs and on [Instagram](#), [TikTok](#), [Facebook](#) and [X](#).

Link to out press Kit:

https://drive.google.com/drive/folders/11tyGnoZQr5blvP6yf2aoWU6hmaCFptlM?usp=drive_link