

Press Release for adidas Cycling Shoe

Upcycling Cycling: The New adidas Parley Road Shoe Blends Sustainability and Performance

In keeping with its commitment to be the world's most sustainable cycling brand, adidas unveiled its Parley Road Shoe BOA cycling shoes this week.

The Parley is named after the Parley Global Cleanup Network, a global alliance working to end marine plastic pollution. The Parley Road Shoe BOA is the latest evolution in footwear made with reclaimed ocean plastic and the first cycling shoe to be made with Primeblue, adidas's eco-friendly material made from upcycled plastic that has been gathered from the ocean. adidas also limits material waste by reducing the number of parts needed to make a shoe. As SneakerFreaker.com wrote, "This may only seem like saving a few grams of textile per shoe, but it becomes a significant factor when considering the massive production scale of adidas."

The partnership between adidas and the Parley Network has existed since 2015, and branching into the cycling category is a chance to unite bike riders everywhere as they push for change. Inspired by both recent and longstanding efforts of Mexico City's cyclists, who empower each other and their communities with practices like organizing peaceful protests and creating DIY bike lanes on roads, adidas and the Parley Network are working to highlight and expand the positive power of bike riders.

adidas also supports cyclists by offering top-tier technical innovation at an accessible price point. The BOA® Fit System lets riders make minute adjustments to the fit of their shoe at the turn of a dial. After putting on the shoe, all the rider has to do is push to engage the system, turn the dial to tighten or loosen, and then pull up for a quick release. BOA® dials are engineered to withstand wet and unfavourable conditions without sacrificing stability, allowing riders to focus on maximizing their performance.

The adidas x Parley Road Cycling Collection is available now.