

Adidas



adidas®

About the company

- Adidas AG - the industrial company of Germany specialising on release of sports footwear, clothes and stock. The general director of the company - Herbert Hajner. At the moment the company is responsible for distribution of production of companies Adidas, Reebok, Rockport, RBK and CCM Hockey, and also Taylor-Made Golf

Activity



- The concern has 8 enterprises in Germany and over 25 affiliated firms in other countries, including in France, the Great Britain, the USA, Canada, the republic of South Africa.

- Till 2009 united such trade marks, as:
 1. *Adidas* - clothes, footwear and accessories for track and field athletics, the American football, tennis, fitness, football, basketball, sports walking and many other things.
 2. *Salomon* - mountain skiing and equipment, tourism. (After 2 half-year 2008 left structure Adidas Ltd.)





- Now companies that belong to Adidas :
Reebok

The Reebok logo is displayed in a white rectangular box. It features the word "Reebok" in a bold, italicized, sans-serif font, followed by the Reebok vector logo, which is a stylized "R" shape enclosed in a rounded rectangle.

the manufacturer-giant, former competitor Adidas.

Advertising and sponsor's activity

- Adidas - one of the major advertisers, a doing emphasis on television advertising with participation of such world stars as David Bekhem, Michael Ballak, Marat Safin, Novak Dzhokovich, etc. Also Adidas is widely known for the large sponsor's contracts with known sportsmen and sports commands, especially in football sphere. Contracts with Adidas are signed at such football clubs as Milan, FC Bayern München, Real Madrid, FC Chelsea, the Dynamo Kiev, the Locomotive, FC Liverpool, the Galatasaray.

The interesting facts

- In Russia, unlike other world as a whole, trade mark Adidas is much more known than the competitors, probably, it is connected by that Adidas was imported to the USSR since 1979. Also it is caused by prevalence of the Chinese fakes of this mark.