



Union des associations européennes de football



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Launch of Official UEFA EURO 2004™ Match Ball

adidas' Roteiro™ produced using innovative technology

UEFA and adidas today presented the new Official Match Ball for UEFA EURO 2004™ ahead of the Final Tournament Draw in Lisbon tomorrow. Named Roteiro™, the new ball will be used at all matches of the UEFA European Football Championship in Portugal next year.

Roteiro™ is named after the logbook used by Vasco da Gama, the famous Portuguese discoverer. The unique and dynamic design features an aqua metallic base colour, which represents the sky, a blue globe colour reminiscent of the sea, and silver lines to signify the co-ordinate system used and perfected by the Portuguese. Its name, design and reference to Portuguese historical elements will perfectly match its inauguration at the Final Tournament.

In developing Roteiro™ adidas has used a new production concept. Using thermal bonding this new technique in ball production provides a more consistent quality and performance from one ball to the next. Roteiro™ is the first-ever official match ball produced with this innovative production technique. It also features the new Power Balance Technology, has a seamless surface design and a revolutionary new carcass.

The ball has undergone trials by top players and European clubs and David Beckham of Real Madrid and England said of the ball:

"The new Roteiro™ reacts well to my foot. It seems to be dipping a lot, which is obviously good for me and other free-kick takers. It has a whole new look and feel. When you're kicking it, it even sounds better. No one has ever seen anything like this before. I think it is great to kick and it's going to be a great ball to play with."

Commenting on the launch of the new ball, UEFA CEO Gerhard Aigner, said:

"EURO 2004 is the most prestigious event in the European footballing calendar and hugely important for UEFA. The fundamental part of the game - the ball - must match that prestige in both design and performance. Roteiro™ has undergone rigorous testing in laboratories and it has out-performed all previous balls produced."

Dr. Gilberto Madaíl, Portuguese Football Federation President and Chairman of the Board of Euro 2004, S.A said: "adidas has delivered a stunning, modern and state-of-the-art Portuguese football. This is very much how we envisage the UEFA EURO 2004 event to be. We want to show the world a warm, passionate, authentic yet modern Portugal. Portugal is ready to be discovered!"

adidas is also a UEFA EURO 2004™ National Supporter and Licensee.

Technical Information of the Roteiro™:

- Thermal bonded panel edges. Special adhesive for extreme durability and water resistance.
- Novel panel design – superior syntactic PU surface material for maximum abrasion resistance.
- Innovative carcass technology – for best performance and most consistent quality properties.
- High-grade natural latex bladder – for best rebound characteristics.

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