



Press Information

September 2, 2025

Mercedes-AMG and adidas: Partnership set out to challenge the limits of speed through radical innovation

- Partners demonstrate how bold, innovative technology delivers record-breaking results on the track in Nardò
- Further joint initiatives planned around the tireless pursuit of performance under the most intense sporting conditions
- Collaboration to leverage shared brand values across multiple customer touchpoints and platforms

Affalterbach/Nardò. Mercedes-AMG and adidas announce a far-reaching collaboration focused on leveraging the brands' shared obsession with pushing the limits of performance through sport. Two of the foremost names in elite sports got their partnership off to a flying start on the track in Nardò (Italy). They demonstrated the power of radical innovation with record-breaking achievements in automotive and human performance.

Pushing through boundaries with multi-faceted innovation and teamwork

Focusing on electric speed and endurance, the star athlete for Mercedes-AMG is the pioneering CONCEPT AMG GT XX technology program based on the new AMG.EA performance architecture. It broke 25 records for a battery-electric vehicle, including the remarkable total distance of 40,075 km (24,901 mi) in 7 days, 13 hours, 24 minutes and 7 seconds.

Just hours later, another record was broken at the same track in Nardò. Sibusiso Kubheka became the first person to complete a 100 km (62.1 mi) run in under six hours (5:59:20h), in a unique running event powered by adidas exploring what's possible when the fastest athletes on the planet are combined with the latest speed-focused innovations. The five competing athletes wore specially designed adidas footwear and apparel, precision-engineered and custom-tailored to each athlete to enable more speed.

“The phenomenal record-breaking achievements of the CONCEPT AMG GT XX and the amazing adidas team of elite athletes clearly demonstrate the enormous synergies between our two brands. Mercedes-AMG and adidas have decades of global success at the very highest level of competitive sports. We also share a tireless ambition to take the pinnacle of performance to ever greater heights. Through innovation, we can be even faster, better, bolder and more resilient.”

Michael Schiebe, CEO of Mercedes-AMG GmbH and Head of Business Units Mercedes-Benz G-Class and Mercedes-Maybach

“Chasing 100 is just the first example of our shared ambition to push the limits of speed through innovation. At adidas we set out to push these boundaries with a bold challenge: to run the fastest-ever 100 km. Five runners were supported with bespoke head-to-toe footwear and apparel with the latest in speed and cooling innovation. This included the adidas Adizero Evo Prime X: specifically designed and tailored individually to each athlete. Together with Mercedes-AMG, we’re showing what’s possible when a team of radical dreamers come together and make history through technology, power and athletic prowess.”

Alasdhair Willis, Chief Creative Officer at adidas

A long-standing partnership

The collaboration between Mercedes-AMG and adidas extends across multiple platforms and a variety of touchpoints in different sports – with motorsport and its athletes forming a central component. adidas comprehensively equips both the driver lineup and the Mercedes-AMG Motorsport division. adidas has also been present on all clothing since the start of the 2025 motorsport season, as well as an integral part of the partner line on the Mercedes-AMG GT3 Performance vehicles. Further exciting projects in the field of motorsport will follow this year, and the long-term partnership between Mercedes-AMG and adidas envisages further activities at top-class global sporting events and product collaborations.

ADIZERO x Mercedes-AMG product launch

To coincide with the record attempt, Mercedes-AMG and adidas are launching an exclusive sports bag made from the innovative LABFIBER Biotech Leather Alternative – also used in the interior of the CONCEPT AMG GT XX. The unique material is made from a combination of recycled rubber, vegetable proteins and biopolymers, mimicking leather characteristics. Beautifully styled and expertly handcrafted, the limited production run is already dedicated to specific initiatives.

Additionally, Mercedes-AMG and adidas are releasing a limited-edition collection of six running shoes. Launching in a striking black and red colorway, the collection includes the race-ready Adizero Adios Pro 4, track-ready Adizero Ambition, Adizero Avanti and Adizero Prime SP4 alongside the boundary-breaking Adizero Prime X 3 Strung and award-winning Adizero Evo SL. All are available on the adidas app and in select retail stores.

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About Mercedes-Benz USA

Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 18 model lines ranging from the sporty GLA SUV to the flagship S-Class and the dynamic all-electric vehicles from Mercedes-Benz. MBUSA is also responsible for Mercedes-Benz Vans in the U.S. More information on MBUSA and its products can be found at www.mbusa.com and www.mbvans.com.

Accredited journalists can visit our media site at media.mbusa.com.

Contacts:

Paul Harmon	paul.harmon@mbusa.com
Cathleen Decker	cathleen.decker@mbusa.com
Andrew Brudnicki	andrew.brudnicki@mbusa.com

adidas Contact:

Sebastian Bell, +44 (0) 2076702, sebastian.bell@adidas.com

See full adidas press release: [Speed Without Limits: Sibusiso Kubheka Breaks the 6-Hour Barrier in 100km Chase, Powered by Latest in adidas Speed Innovation](#)