



New adidas race boot available from Demon Tweeks

London, 8th December 2005 – Demon Tweeks, has become the first UK company to stock the new adidas Feroza Elite race boot. The new adidas race boot was inspired by the original adidas Monza boot worn by the world's greatest racers, including Piquet, Prost, Mansell and Senna, and has been designed 'by drivers for drivers'.

The lightweight Feroza Elite is manufactured in split -suede and full grain cow hide with a full armortex® flame retardant lining. It has a low profile sole of oil resistant and fire retardant rubber which provides superior pedal feel and grip. Using an asymmetric heel chassis and cup, the Feroza Elite supports the foot and provides optimal heel/foot positioning for high speed pedal movements. The Feroza Elite is manufactured in compliance with FIA international standard 8856-2000.

Chris Nurse from Fyshe, the worldwide distributor for the Feroza Elite said: ***“The Feroza Elite boot is a premium product which will appeal to both professional drivers and amateurs, whether they are competing in top formula racing or having fun on track days. This boot is made for driving and provides the performance, safety and comfort which is needed for good lap times.”***

Chris Turner, Sales Manager at Demon Tweeks, said: ***“Demon Tweeks is always looking to provide the best range of racewear so we were excited to hear that adidas was returning to the track with this new boot. It is a quality product which combines adidas technology with a real understanding of the drivers requirements, and we are delighted to be the first major UK stockist of the product.”***

The adidas Feroza Elite is priced in the UK at £135.72 plus VAT, and comes in two colours black/ white and red/black. It is available from the Demon Tweeks website www.demon-tweeks.co.uk or by phoning 01978 664466. Further information on the race boot can be obtained at www.race-boots.com.

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Fyshe

A high resolution visual of the product is available on request. For more information please contact: Stephen Davie on 020 7457 2004 stephen.davie@collegehill.com

Notes to editors:

Fyshe Limited

Fyshe Limited is a strategic sports marketing and sponsorship consultancy, which for a range of clients articulates the opportunities and threats of sponsorship investment. Maximum value is realised from sponsorship packages through the use of innovative investment strategies, and creative marketing techniques.

Fyshe is best known for its work in the motor sport arena and has diversified into motor sport safety technical development and marketing, but also works across a range of different sporting activities, including tennis and golf.

www.fyshe.com