



Adidas announce their drivers for 2007's Gumball 3000

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Star of Pimp my Ride, Xzibit and Jamiriquai's Jay Kay join the adidas team for the Gumball 3000

PR9.NET April 28, 2007 - London, UK -Adidas Originals (<http://www.adidas.com>) are proud to announce their team drivers for the ultimate lifestyle rally Gumball 3000.

US hip hop artist Xzibit has recently been more used to picking up barely road worthy wrecks in need of serious repair as the star of hit MTV show Pimp My Ride. For the Gumball 3000 he will get behind the wheel of an altogether different type of car - the Lamborghini Gallardo.

X's adidas team mate for the event is a well known for his love of fast supercars and all things three stripe. Jamiroquai superstar Jay Kay takes charge of a Maserati Quattroporte for the 8 day 3000 mile round trip.

The 2007 rally will see 120 cars depart from the starting line in London on the 29th April and before they return to take the chequered flag on Pall Mall on the 5th May the rally will have left 17 countries across Europe in its wake. The route takes in major cities, crosses old cold war borders and even ventures into Asia, stopping only to have a good time.

To celebrate their partnership with Gumball 3000, adidas have produced a footwear and apparel collection, exclusively available in Foot Locker stores.

The footwear collection comprises of six shoes including the premium Factory Range produced with luxurious leather uppers and featuring a signature repeat print combining the adidas originals Trefoil and the Gumball logo.

Accompanying apparel includes tracksuit tops inspired by retro rally overalls, Gumball 3000 print t-shirts, polo shirts and caps. A key chain wallet completes the collection.

To learn more, visit Join the Rally for more information (<http://www.jointhereally.com>).

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About Elemental Communications

Elemental Communications launched in October 2005. The consultancy is the product of Elemental PR, an integrated PR consultancy, which was founded by Tim Gibbon April 2001.

Elemental Communications is a media consultancy that caters for traditional and digital media, and as such, integrates all communications; embracing traditional roots whilst moving forward with technology. <http://www.elementalcomms.co.uk>

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