

News Release

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ASICS UNVEILS NEW QANTAS WALLABIES JERSEY

ASICS, the True Sport Performance brand, today unveiled the new 2014 Qantas Wallabies jersey inspired by iconic jerseys of the past and infused with modern technology. It will be worn for the first time when the Qantas Wallabies take on France in Brisbane on June 7th.

The launch featured a number of Qantas Wallabies stars including Israel Folau, Kurtley Beale, Stephen Moore, Matt Toomua, Dave Dennis and Nick Phipps, all of whom will be hopeful of getting the chance to put the new jersey through its paces in the heat of battle during the three-Test series against France.

The Wallabies jersey remains of the most iconic across the world and the new design from ASICS acknowledges its heritage. The new version sees a return to the deeper shade of gold; features a white collar worn by Wallaby players of previous eras including the 1999 Rugby World Cup; and the Coat Of Arms application draws reference from the first ever Wallabies jersey worn in 1908.

The jersey was created following extensive research conducted by the ASICS Global Rugby Development team and has been designed and constructed to enhance the players' performance. It is made from a lightweight but strong and durable moisture wicking fabric which will help keep the players comfortable when playing in warm and cool conditions around the world. The dynamic nature of the game was also taken into account with an ergonomic design to give players enhanced freedom of movement while maintaining the ultimate fit, making sure that the Wallabies can perform at their very best.

Speaking at the launch, ASICS Ambassador and current Wallaby Israel Folau said, "The Qantas Wallabies jersey is rich in history and has been involved in some of the most memorable moments in Australian sport. It's an honour to put the jersey on and one I will never take for granted. That's an attitude that extends across our entire squad and we'll be doing all we can during 2014 to create more iconic moments of our own."



(from Left) MC: Sports presenter and rugby commentator: Nick McArdle, ASICS Oceania, Managing Director, Allan Russell



Wallabies on the stage during the launch party (from Left) Kurtley Beale, Stephen Moore, Israel Folau and Dave Dennis, MC: Nick McArdle



Wallabies (from Left) Matt Toomua, Kurtley Beale, Stephen Moore, Israel Folau, Dave Dennis, Nick Phipps and Christian Lealifanu



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Australian Rugby Union CEO Bill Pulver added, “We’re delighted to have the support of a global sports brand like ASICS in our pursuit of excellence for Australian Rugby and our desire to grow the game. I’m sure the jersey will be one of the important factors to help with on-field success for the Qantas Wallabies as we head towards next year’s Rugby World Cup. I’m also confident fans will enjoy wearing the same jersey as the players as we take on France in a three-Test series before heading into The Castrol EDGE Rugby Championship.”

Finally, Allan Russell, Managing Director of ASICS Oceania stated, “We’re delighted to launch the new Wallabies jersey here today, it really is one of the most iconic jerseys in world sport. We understand the history of the jersey and its importance in the Australian sporting landscape. We are looking forward to a long and successful partnership with the Qantas Wallabies”.

ASICS is the Official Performance Apparel and Footwear sponsor of the Qantas Wallabies. The new jersey and official range of Qantas Wallabies apparel is now available for supporters to buy from all major sports stores and rugby retailers and the official Wallabies online store, wallabyshop.com.au. For stockists contact ASICS Customer Service on 1300 139 741.

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