

ADIDAS FWD-02 SPORT





PRODUCT PROPOSITION

adidas FWD-02 Sport

One-liner

Ergonomic, true wireless buds that give you the freedom to push your limits.

Short

The adidas FWD-02 SPORT gives you total freedom through road runs and track workouts. No wires. Stay focused. Don't hold back. The sleek, ergonomic buds stay in place through warmups and hill sprints. The intuitive controls are easy to use and always responsive.

Medium

The adidas FWD-02 SPORT gives you total freedom to perform at your best. No wires. Stay focused. Don't hold back. Wear these true wireless earbuds for road runs and track workouts. The sleek, ergonomic buds stay in place through warmups and hill sprints. The intuitive controls are easy to use and always responsive. They were developed with insights from athletes to empower your every move. Because running isn't just a sport for us. It's a way of life.

Long

The adidas FWD-02 SPORT gives you total freedom to perform at your best. No wires. Stay focused. Don't hold back. Wear these true wireless earbuds for road runs and track workouts. The sleek, designed buds stay in place through warmups and hill sprints. The intuitive controls are easy to use and are designed to respond to sweaty fingertips and gloved hands. They were developed with insights from athletes to give you freedom of movement and empower every stride. Because running isn't just a sport for us. It's a way of life.

PRODUCT USP'S

1. Superior ergonomics



Short

The ergonomic buds come with extra tips and wings.

Medium

The ergonomic buds stay in place as you move, plus they come with extra tips and wings for a personalized fit.

Long

The ergonomic buds are sleek and compact, so they stay in place whatever the movement. Swap out the tips and wings to find a perfect fit.

2. Intuitive controls



Short

Sweat-proof, glove-friendly, and always responsive.

Medium

Switch up your music on the move. Intuitive to use, the controls also respond to sweaty fingertips and gloved hands.

Long

Made for all-season running and training, with controls that respond through heavy sweat and winter gloves. They're intuitive to use, so you can power through your workout or put it on pause when you need a break.

3. Compact charging case



Short

The compact charging case is ventilated, so your buds air out.

Medium

The compact case makes it easy to charge your buds on the go. It's made of breathable material, so your buds air out after a workout.

Long

Designed with extra attention to detail, these buds come with a compact charging case that's easy to carry along. It's made of breathable material, so they air out after a long workout. A magnetized lid ensures they stay secure inside.

4. Awareness mode



Short

Let in ambient noise for extra awareness.

Medium

Made with outdoor workouts in mind, awareness mode lets in ambient noise. Switch it off when all you want is the music.

Long

Turn up the volume, but stay in tune with your surroundings. Awareness mode allows you to hear more of the outside world, ideal for long runs in the city. Just hitting the gym? You can always switch it off if all you want is the music.

5. Sweat-proof and water-resistant



Short

Run in the rain. The IPX5-rated design is sweatproof and water-resistant.

Medium

Run in the rain or work up a serious sweat. These IPX5-rated headphones are sweat-proof and water-resistant to handle your toughest workouts.

Long

Take on the rain or work up a serious sweat when jogging, sprinting, or training. These IPX5-rated headphones are sweat-proof and water-resistant to handle your toughest workouts, whatever the conditions.

6. Custom actions



Short

Customize the interaction with your buds

Medium

Make it yours. Customize how you interact with your buds through the adidas Headphones app.

Long

Make it yours. Customize how you interact with your buds through the adidas Headphones app. Use it to turn on Awareness mode, connect to your music library or streaming account, and access the voice assistant on your phone.

7. 6 hours of playtime per charge



Short

6 hours of playtime in the buds, and 19 hours of on-the-go charging

Medium

Always at the ready, with up to 25 hours of total playtime. 6 hours of playtime in the buds, and on-the-go charging in the small, sleek case.

Long

Always at the ready, with up to 25 up to hours of total playtime. 6 hours of playtime in the buds keeps music at your fingertips. On-the-go charging in the small, sleek case means the buds are ready to perform throughout your day.

TECHNICAL SPECIFICATIONS

AUDIO SPECIFICATION

Drivers	6 mm
Driver type	Dynamic
Driver impedance	16 Ω
Driver sensitivity	100.5 \pm 3 dB
Frequency response	20Hz – 20kHz

BATTERY

Playtime	6 hours in buds 25 hours total incl. charging case
Quick charge	15 minutes gives 1 hour of playtime
Time to full recharge	1.5 hours to recharge earbuds from charging case 2 hours to recharge charging case with USB-C

CONTROLS AND CONNECTIVITY

Wireless connectivity	Bluetooth 5.2
Bluetooth range	10 m
Touch controls	Yes, force sensor
Touch control functions	Control music Receive / end calls Activate Awareness mode
Microphone	4 (2 in each earbud)
Active Noise Cancelling	No
Awareness mode	Yes

INCLUDED IN THE BOX

Box contents	<ul style="list-style-type: none">— adidas FWD-02 SPORT— Charging case— USB-C charging cable (10cm)— Eartips (4 different sizes) & earwings (5 different sizes)— Quick start guide— Legal & safety
--------------	---

TECHNICAL SPECIFICATIONS

PHYSICAL UNIT

Weight	Earbud - 5.25g Case - 44g
Colorways	Night Grey & Light Grey
Water resistance	Earbuds - IPX5 Case - IPX4

MOBILE APPLICATION

App	adidas Headphones (iOS & Android)
-----	-----------------------------------