

**FOR IMMEDIATE RELEASE**

PUMA® GOLF BIODRIVE NOW AVAILABLE IN ULTRA-PREMIUM LEATHER

*New Model Features Full-Grain Leather, Handcrafted Styling and On and Off Course Versatility*

**CARLSBAD, Calif. (March 18, 2015)** – PUMA Golf announces the launch of the all-new [BioDrive Leather](http://www.cobragolf.com/pumagolf/biodrive-leather-golf-shoes), a flexible, balanced and supportive golf shoe that combines a luxurious look and feel with extreme comfort and versatility on and off the course. The BioDrive Leather integrates an ultra-premium, full-grain leather, waterproof upper for quality, performance and protection from the elements.

The BioDrive Leather is the latest in the BioDrive family of footwear which features three specialized zones specifically engineered to increase flexibility, balance and stability. The three performance zones provide superior grip and control on course, utilizing multiple decoupled octagon shaped pods in the forefoot for flexibility and increased ground contact and traction. Additionally, the mid-foot axis point allows for supportive torsional movement for a balanced feel, and lastly, four connected pods in the heel provide a sturdy platform for unmatched stability.

“The new leather model brings a more premium and sophisticated look to BioDrive, while maintaining all of the comfort and performance features from the original mesh version. It is the perfect balance of performance, comfort and style that delivers on the course and in the clubhouse,” said Grant Knudson, head of footwear, PUMA Golf.

The outsole of the shoe contains 10 strategically positioned octagons providing 130 unique points of traction to provide better grip on indoor, smoother surfaces, while traction in the center of the octagons provides stable performance for all conditions on the golf course. Built on an all-new anatomical, roomy comfort last, the carbon rubber in the BioDrive’s outsole ensures an excellent grip and long-lasting durability, while a TPU perimeter wrap is bonded 360 degrees around the shoe for improved protection and durability. Soft memory foam in the tongue provides excellent comfort, and the OrthoLite Sockliner offers superior cushioning, moisture removal and anti-microbial performance. The shoe comes with a two-year waterproof guarantee.

The BioDrive Leather ($140) is available in four color combinations—Steel Gray/Spicy Orange; Bison Brown/White Swan; Black/White/Tango Red; and White/Limestone Gray —and hits golf retailers starting April 1. For more information on the shoe, along with PUMA Golf’s entire product line, please visit [www.cobragolf.com/pumagolf](http://www.cobragolf.com/pumagolf). Follow us on Facebook at [www.facebook.com/pumagolf](http://www.facebook.com/pumagolf) and on Twitter at [@pumagolf](http://www.twitter.com/pumagolf).

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**About COBRA PUMA GOLF**

COBRA PUMA GOLF is a corporate division of PUMA SE and combines two strong brands that provide a full range of offerings to the golf industry. COBRA PUMA GOLF is an inclusive company for golfers of all abilities, attitudes and styles who enjoy the game. The portfolio includes COBRA Golf’s high performance drivers, fairways, hybrids and irons, as well as PUMA Golf’s SportLifestyle and SportLux footwear, apparel and accessories to help golfers Look Better. Feel Better. Play Better. Fusing performance and style, COBRA PUMA GOLF brings a focus on innovation, technology, compelling design and superior performance with an edge to the global golf marketplace. COBRA PUMA GOLF is a part of PUMA SE, one of the world’s leading lifestyle companies that designs and develops footwear, apparel and accessories. For more information, visit [cobragolf.com](http://www.cobragolf.com) and [cobragolf.com/pumagolf](http://www.cobragolf.com/pumagolf).