**PRESS RELEASE**

**PUMA & ÖFB LAUNCH NEW AUSTRIA AWAY KIT IN PREPARATION FOR EURO 16TM**

*White Shirt with Black Details Draws Inspiration from PUMA & ÖFB’s Long History*

**Herzogenaurach, Germany** (9 February 2016) – PUMA and the Austria Football Federation (ÖFB) launched the new away kit today that will be debuted on-pitch in the international friendly against Turkey on 29 March, in preparation for the European Championships 2016TM.

With a contemporary take on a heritage look inspired by PUMA and the ÖFB’s longstanding history, the white shirt features black details including a V-neck collar and Form Stripe panels inserted along the sleeves and sleeve cuffs. The ÖFB badge is inserted over the heart and the PUMA Cat is placed on the right side. The kit is completed with black shorts featuring white Form Stripes on either side, and matching black and white socks.

Austria’s new shirt features PUMA’s new apparel technology ACTV Thermo-R, which is strategically inserted in both the front and the back of the shirt to help players maintain an optimum body temperature. A unique phase-change material is injected into the shirt’s inner athletic tape which allows microcapsules to absorb excess heat and release it back to the body when needed. The taping in the shirt provides an extra snug fit, micro-massaging the skin in specific areas to provide a faster, more effective energy supply to the active muscles.

Austria’s National Team forward, Marko Arnautović said, *“The team love the new away kit. It brings together a cool style with all the latest technologies so we’re looking forward to wearing it on the pitch next month and in France in June. Austria qualified top of the group for the Euros which was an amazing feeling for us. We are really looking forward to wearing both the home and away kits with pride at the Euros where hopefully we can do our country proud.”*

The new Austrian Away Kit is available for purchase on puma.com, at ÖFB Online Shop (shop.oefb.at) and at global sports retailers today. PUMA today also launched the new away kits for their other partnered European federations, Switzerland, Slovakia and the Czech Republic.

Images of all the new shirts and further press materials are available to download from PUMA’s media center: news.puma.com

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**International Media Contacts:**

**PUMA**

Tim Stedman, International PR, PUMA

+49 151 1474 3148

[tim.stedman@puma.com](mailto:tim.stedman@puma.com)

**ÖFB**

Wolfgang Gramann  
Director Media & Communication

+43 (0)1 72718-46

[wolfgang.gramann@oefb.at](mailto:wolfgang.gramann@oefb.at)

**PUMA**

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