Embargo 17 January 2014



evoPOWER 1 FG



Style Number: 102942 01

Materials:

Outsole:

AdapLite microfiber material, Upper:

AccuFoam Pebax, GSF

Size: 6-13 The evoPOWER 1 FG is the new performance boot designed to enhance a player's natural kicking ability, and optimise the power and accuracy when striking the ball. Inspired by the freedom of movement of barefoot kicking. evoPOWER features the most advanced PUMA technologies to date and will be worn on pitch by Cesc Fàbregas, Mario Balotelli, Marco Reus, Yaya Touré, Nemanja Vidić and many other top players.

The new boot features an innovative backbone in the sole plate that allows the boot to bend both ways, enabling the boot's movement to be as close as possible to the biomechanics of the bare foot and replicate its natural power. This is further enhanced through a special upper that only stretches vertically. Control and accuracy are improved through a foam insert located on the vamp which, upon impact, creates a smooth and flat kicking surface.

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Tretorn, Dobotex and Brandon. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit





