**PRESS RELEASE**

***DRAFT***

**NEW evoSPEED 1.3 FOOTBALL BOOT LAUNCHED BY PUMA**

*Next Generation Innovative Speed Boot Introduced in Purple and Yellow Design*

**Herzogenaurach, Germany (14th July 2014) –** As football continues to evolve in speed and energy on the pitch, PUMA today introduced the new evoSPEED 1.3 football boot to give players a competitive edge. With a new upper, an optimised footbed and a redesigned support system, the new boot is full of innovations enabling players to move with greater agility. The new lightweight boot in purple and yellow will be worn on pitch by PUMA’s top football talent including Sergio Agüero, Marco Reus, Radamel Falcao, Antoine Griezmann, and many more.

As always with the PUMA Speed silo, every detail of the new boot was designed with velocity in mind. Maintaining the use of lightweight materials, the new boot is extra light and flexible, which provides enhanced manoeuvrability and makes it the perfect choice for quick strikers and midfielders. The new upper with its super thin microfiber finishing offers additional grip, control and touch for the ball.

One further innovation of the new evoSPEED 1.3 is the redesigned support system with its external midfoot cage that enables stability for quick turns and kicks. This visibly new system alongside a new optimised footbed offer a snug fit for the player, so the boot strikes a perfect balance between speed and comfort. Finally, the boot features a redesigned eye-catching PUMA wording on the lateral side, which finishes up the great look of this new boot.

Manchester City’s Star Striker Sergio Agüero said, “Agility is very important to me, getting to a ball quicker and being able to beat a defender puts me in positions on the pitch where I can score more goals. And I love scoring goals. The new evoSPEED 1.3 feels like a good improvement, the new upper is great. I like that it gives a little more grip on the ball, and it definitely helps me when I am heading towards the goal trying to leave the opponents behind.”

Marco Reus, who just switched boots from evoPOWER to the new evoSPEED 1.3 commented, “I have been wearing PUMA boots for many years now, but the evoSPEED is still very new to me. It really is a cool boot with great product features in it that will hopefully be helping me now, as I am training hard every day to become fit again.”

The full collection includes footwear for indoor and outdoor, apparel pieces, goalkeeper gloves and other equipment. The new evoSPEED 1.3 products in the purple and yellow colourway are available in-store from now.

For more information, please visit [www.pumafootballclub.com](http://www.pumafootballclub.com)

On [www.news.puma.com](http://www.news.puma.com) all additional press materials can be downloaded.

**International Media Contacts:**

Tim Stedman, International PR, PUMA

+49 151 1474 3148

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

**PUMA**

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 competitors 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 [http://www.puma.com](http://www.puma.com/)