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**PUMA LAUNCHES *IGNITE,* ITS MOST ENERGIZED RUNNING SHOE**

*Innovative New Foam Maximizes Energy Return, Comfort & Durability*

**HERZOGENAURACH, GERMANY (11 February 2015) –** PUMA is proud to introduce **IGNITE**, a performance running shoe featuring innovative foam technology that maximizes energy return to keep you running longer. Worn by The World’s Fastest Man Usain Bolt, IGNITE is PUMA’s most responsive running shoe, optimizing comfort and durability. Designed for a wide range of runners, if you put the energy in then PUMA IGNITE gives it back.

Powering every stride is IGNITE foam, proprietary foam that provides responsive cushioning, optimal rebound and comfort. Strategically placed in the heel of the shoe is ForEverFoam—a compound used heavily in the automotive industry. This material creates long-lasting durability and is entirely new to the market.

“Training every day is pretty tough”, said Usain Bolt. “I start out with a running shoe to warm up before going into a spike, and I need a shoe that is comfortable and keeps my energy up. I love IGNITE for that, and can feel it make a real difference. It’s a pretty good looking shoe as well.”

Karin Baust, Running Training Business Unit General Manager at PUMA commented, “We’re proud to bring IGNITE to the market. This shoe has been a long time in the making, we’ve been working on the foam innovation and tooling for a number of years. It’s extremely satisfying to launch IGNITE because an advancement in footwear technology like this doesn’t come around every day, and we’re confident this is going to have a big impact on a wide range of runners around the world.”

PUMA IGNITE will be available in Men’s and Women’s styles from March 2015. In subsequent seasons, additional styles will be introduced and the IGNITE line will be expanded further within the Running and Training categories.

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**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 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 http://www.puma.com