**PRESS RELEASE**

**NEXT GENERATION OF evoPOWER LAUNCHED BY PUMA**

*evoPOWER 1.3 Football Boot Continues to Redefine the Meaning of Power on the Pitch*

**Herzogenaurach, Germany** (14 January 2016) – At PUMA, too much power is never enough in football, as the global sports brand today introduced the all new **evoPOWER 1.3**. The vibrant yellow football boot comes with a complete new outsole and improved upper material that combine to enable even more flexibility of movement for the foot. The new evoPOWER 1.3 will be worn by PUMA’s experts of power, Cesc Fàbregas, Mario Balotelli, Olivier Giroud and Yaya Touré amongst many others.

As with previous boots within PUMA’s evoPOWER family, the new evoPOWER 1.3 is still grounded in the principles of barefoot kicking, designed to enhance what the body does naturally. Taking this concept to new levels, the evoPOWER 1.3 now provides even more flexibility through the outsole, which leads to more kicking power.

When creating this new outsole, PUMA focused on how force travels from the heel to the forefoot, and from the lateral to medial side of the boot. The improved configuration of bladed and conical studs allows for more manoeuvrability and gives extra stability in the midfoot for the standing leg when kicking. The new evoPOWER 1.3 further features optimal ground penetration in all weather conditions.

An increased amount of AccuFoam in the upper provides a smoother and cleaner kicking surface for more precision when kicking the ball. Finally, the one-way stretchable Adap-Lite upper allows the foot to bend in a way that it mimics a barefoot kicking motion.

Cesc Fàbregas commented on the new boot, “Since the evoPOWER was first launched in 2014, PUMA has managed to improve this great boot even more each year. What I especially like about this version is the stability it gives in matches and training, which helps improve my performance. The new colour is great, it will catch a lot of attention on pitch.”

The all-new evoPOWER 1.3 is available for purchase on puma.com and at global football boot retailers from today.

PUMA also recently revealed the new **evoSPEED SL-S**, its superlight football boot with a new synthetic upper that offers extra durability for everyday usage. Another innovation in football which PUMA have just brought to the market is the **Vent Thermo-R Jacket** which includes specific vent placements that adapt to movement patterns providing improved temperature control in colder, windier and wetter conditions.

Images of PUMA’s star football players, the new evoPOWER, the new evoSPEED SL-S and the new Vent Thermo-R Jacket are now available to download from PUMA’s media center: news.puma.com

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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 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, 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/)