**PRESS RELEASE**

**PUMA & SFA INTRODUCE NEW SWISS AWAY KIT**

*New Bold Design Certain to Turn Heads in France this Summer*

**Herzogenaurach, Germany** (9 February 2016) – PUMA and the Swiss Football Association (SFA) today launched the new Swiss away kit that the team will wear at the European Championships 2016TM in France. The kit will be worn for the first time for the team’s international friendly against the Republic of Ireland on 25 March.

Stepping away from Switzerland’s traditional away designs of previous years, the new kit shows off a new and unique design. The shirt body features a horizontal stripe pattern that starts with the bold red chest band, which has the Swiss white cross placed centrally. Red horizontal stripes continue underneath the chest band, gradually thinning out down the shirt. The shirt’s style is completed with further red detailing such as a contemporary red V-neck collar and red panelling on the sleeves. The shirt features the PUMA Cat on the right of the chest and the SFA badge is placed over the heart. The kit is completed with white shorts and white socks with red stripes to match the bold shirt.

While the kit represents a new contemporary look for the team, the 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.

PUMA and the SFA announced a further extension to the long-term partnership in November of last year that will see PUMA remain as the Official Technical Supplier beyond the Euro 2020TM, whilst benefitting from expanded marketing rights across digital properties and fan engagement.

Stephan Lichtsteiner of the Swiss National Team said, “*I really like what PUMA has done with the new Swiss away kit – it is quite different from our usual style so I am looking forward to wearing it for the first time on pitch in March as well as at the Euros, which are only around the corner. I particularly like how the cross from our Swiss flag is a focal point of the shirt that really stands out, it gives us a sense of pride to represent our country.*”

The new Swiss Away Kit is available for purchase on puma.com, football.ch and athleticum.ch, and at global sports retailers today. PUMA today also launched the new away kits for its other partnered European federations, Austria, Slovakia and 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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**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/)