

**PUMA INTRODUCES NEW evoPOWER 1.3 COLOURWAY**

*Power Boot Released in Shocking Orange, Black and White*

**Herzogenaurach, Germany (11 July, 2016) –** PUMA has launched a new colourway of the evoPOWER 1.3 football boot. The striking orange, black and white evoPOWER 1.3 boot will be worn on-pitch by PUMA’s power players including Oliver Giroud, Mario Balotelli and Yaya Touré.

evoPOWER 1.3 is PUMA’s third generation of the Global Sport brand’s successful power silo that first debuted in 2014, designed to unleash more power whilst helping increase accuracy. As with previous boots within the evoPOWER family, it keeps the principles of barefoot kicking at its core, engineered to enhance what the body does naturally. PUMA has further developed this concept with the evoPOWER 1.3, providing even more flexibility through the outsole, which leads to more kicking power.

When creating the outsole, PUMA looked at the mechanics of barefoot kicking and translated this into the boot by using a one way stretchable Adap-Lite upper. This allows the foot to bend, mimicking the barefoot kicking motion. This evolution of the boot has improved configuration of bladed and conical studs, allowing for more manoeuvrability and giving extra stability in the midfoot for the standing leg when kicking. An increased amount of AccuFoam in the upper provides a smoother and cleaner kicking surface for more precision when kicking the ball. This combined with the GripTex, a PUMA technology applied to the upper of the boot, helps create enhanced ball control.

PUMA’s French star striker Oliver Giroud said; *“I’ve been wearing evoPOWER for a few years now and PUMA have continued to develop the boot, with updates that have made it even better. I’m very happy with the boot; the stability it gives is great, it’s comfortable and it helps improve my performance. I’m a fan of this new colour too, it’s a good looking boot and it will stand out on pitch.”*

The new evoPOWER 1.3 is now available for purchase on [www.puma.com](http://www.puma.com) and at global football boot retailers.

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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 and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 11,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit [http://www.puma.com](http://www.puma.com/)