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PUMA and Borussia Dortmund present the new kit for European fixtures



LETTER

FAX

PRESS RELEASE

MEMO

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PUMA and BVB present the Black and Yellows' international competition jersey for the 2017/2018 season today.

This jersey will be worn exclusively during BVB's European campaign. Dortmund's fast and direct style of play has captivated spectators across the world and attracted an army of new fans. The blurred graphic featured on the jersey is inspired by this exciting 'Dortmund Way' of football that will create a strong dynamic look under the floodlights of those European nights.

The classic BVB yellow and black dominate the jersey, so as ever the team becomes one with the famous Yellow Wall creating a seamless force of intimidation and power on the biggest stage.

The jersey will be available starting on 23 August in all BVB club shops, at puma.com and at sporting goods 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 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>