
HERZOGENAURACH, GERMANY, 12th JANUARY, 2018

NEW LEVELS OF PERFECTION

~~LETTER~~

~~FAX~~

PRESS RELEASE

~~MEMO~~

PUMA Football release PUMA ONE 18.1

MEDIA CONTACT

INTERNATIONAL PR
LANFREY JULIEN
Julien.lanfrey@puma.com



The PUMA ONE is made for players that think tactically, who can read the game in an instant and see a move before it happens. These great football minds need a boot that can keep up, a boot that perfects the elements of their play that matter most.

The PUMA ONE 18.1 takes all the aspects of FIT.FAST.FEEL that were required to construct the perfect boot for today's players and turns them up to New Levels, creating an even more perfect boot proposition.

For the perfect FEEL the layers between foot and boot have been minimized further so the player's touch is more intuitive when receiving, passing and striking the ball. The leather has been updated to a super soft and thin K-Leather which has been applied only to the key striking area of the boot to help reduce weight. In addition, the engineered 3D striking curves incorporated into the application of the K-leather provide more grip and a better contact surface. Top corners hold tight.

The ultimate FIT is still evident with the evoKNIT sock and midfoot lace tapes but has been further enhanced by adding inner heel padding, reducing any foot slippage and further locking the heel into the boot. 100% pure comfort and lock-down.

The FAST has been increased with a re-thinking of the tooling. The new RAPIDSPRINT Pebax outsole reduces the boots overall weight, and the stud configuration has been designed to aid quick turns and bursts of pace, altogether offering our players a more agile boot. Witness the quickness.

Faster than ever the ONE is enhanced with an aerodynamically inspired, dynamic embossed graphic upon the synthetic area of the boot. When the light hits it, an iridescent effect shines through enhancing those silky runs with a bit of peak class.

The first incarnation of the PUMA ONE 18.1 comes in a predominantly black colorway with a pop of fluorescent red coming through on the evoKNIT sock.

The release of the PUMA ONE 18.1 is accompanied by a campaign film created by the 2017 UK Music Video Award winning director Ryan Staake, featuring Sergio Agüero with a remix of the MHD track 'AFRO TRAP Part.7 (La Puissance)' by Major Lazer providing the soundtrack.

To view the film: <https://youtu.be/rxToJpPM6iY>

The PUMA ONE 18.1 will be worn by players such as Sergio Agüero, Hector Bellerin, Mario Balotelli, Gianluigi Buffon and Julian Weigl.

For players with real ability, pure class, and perfect play there is only ONE.

FIT:

Engineered evoKNIT sock provides a glove-like fit and supreme support around the ankle.

FAST:

The lightweight RAPIDSPRINT outsole allows for 100% acceleration on the break.

FEEL:

Super soft K-leather for perfect touch and ball control.

###

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>.