



PRODUCT BRIEF



TAKE POLE POSITION WITH THE MERCEDES AMG PETRONAS FORMULA ONE ULTRA 1.4 FOOTBALL BOOT

Herzogenaurach, Germany – 1st July 2022 – One of the fastest car brands ever meets the fastest football boot. Introducing the limited-edition Mercedes-AMG Petronas F1 ULTRA 1.4 football boot in the classic Diamond Silver and Spectra Green team colorway. The super-fast new boot comes in only 1000 pairs and is inspired by the iconic team that won eight Formula One Constructors titles and nine Drivers' titles.

Speed is in PUMA's DNA. It can be the difference between winning or losing, first or second. In a crossover of speed, PUMA pays tribute to its heritage in football and motorsport by engineering an ultra-light, ultra-fast football boot so you can play Faster Football.

The MAPF1 ULTRA 1.4 is designed for ultimate lightweight speed, so you can See Them Later. The upper is made with ultra-lightweight MATRYXEVO technology that combines technical Carbon yarns and transparent Mono yarns to create a devastating high-tech performance material whilst minimalizing weight so you can be at your fastest from the first step. The upper is connected to an internal SPEEDCAGE that provides lightweight support and keeps your foot locked in as you explode away from your opponent.

The ULTRA features a unique PEBA SpeedUnit outsole for maximum take-off speed, traction and responsiveness at high velocity giving you the perfect platform to produce faster movements all over the pitch. Infused with PUMA running spike DNA the ULTRA is deadlier than ever.

Lights out and away you go with the MAPF1 ULTRA 1.4 football boots available from July 1st at PUMA.com and select retailers worldwide.

###

Media Contact:

Luke Haidarovic – Senior Manager PR Teamsports – luke.haidarovic@puma.com

PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>