

PRESS RELEASE



INTENSIFY YOUR TRAINING WITH PUMA'S NEW LQD CELL HYDRA

Boston, Massachusetts; January 17th, 2020 – Global sports brand PUMA will intensify any workout with its new LQD CELL Hydra, which offers stable cushioning thanks to its full-length LQD CELL technology midsole. PUMA has chosen Lewis Hamilton, its global men's training ambassador and six times Formula 1® Champion, as the perfect partner to present the new trainer, as he has a very rigorous training regime that keeps him ready to perform and achieve his goals.

PUMA's LQD CELL technology is very versatile, the soft yet sturdy hexagonal cells compress and work together with the brand's proprietary energy-returning foam to keep any athlete steady while working out. The premium rubber outsole allows the athlete's foot to stay safe when moving explosively, while the lateral wrap-ups give supplemental stability. Joining dynamic training and design in one performance trainer, you'll stay at 100% and nothing less.

LQD CELL Hydra TECH POINTS:

- **CUSHIONING:** An evolution of PUMA's CELL technology, a full-length LQDCELL midsole offers stable cushioning.
- **SUPPORT:** EVA and rubber wrap-ups in the midsole and outsole provide lateral support for intense training.
- **GRIP:** Rubber outsole gives you maximum traction and durability for all kinds of training movements.

Be ready for the new year, re-energize and empower your training. PUMA's new LQD CELL Hydra will be available on January 17th at PUMA.com, PUMA Stores, and select retailers worldwide.

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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 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 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany. www.puma.com