



PRESS RELEASE

PUMA Replicat-X 1.8 Pirelli combines velocity and comfort

Herzogenaurach, Germany, January 28, 2020 - Sports company PUMA unleashes the Replicat-X 1.8 Pirelli, a new sneaker with a quick lacing system which is inspired by one of the most iconic turbo engines in motorsport history to take the track to the street.

The Replicat-X 1.8 Pirelli takes on the ferocity and form of a modern supercar, inspired by motorsport heritage, to transform it into the fastest footwear in the entire collection.

The build up upper offers more layering with a booty construction, which makes the Replicat-X 1.8 Pirelli comfortable for a stroll around the track. The body kit of the shoe features an "oversized" wraparound full rubber outsole with Pirelli's unique CINTURATO Blue tread pattern used to generate maximum traction during wet races. This gives it a distinctive, racing-inspired look, sits low to the ground and has an even more comfortable molded sock liner.

A quick lacing system provides faster acceleration to kick off the day without worrying about tying your shoes. Fast as a super car, the upper features a perforated mash vamp, with lateral mesh panels for breathability, providing the perfect fit to own the road.

The PUMA Replicat-X 1.8 Pirelli will be available in stores right now in PUMA Black-Luminous Purple-Sunny Lime, PUMA White-Peacoat-Limepunch and Gray Violet-Sunny Lime-Palace Blue.

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

PIRELLI

Pirelli was founded in 1872 and is now one of the world's leading tyre-makers, specialising exclusively in tyres for cars, motorbikes and road bikes, as well as associated services. Pirelli enjoys a unique space in the High Value tyre sector, thanks to products with advanced technological content, which have obtained more than 2700 homologations in partnership with the world's most prestigious car manufacturers. Pirelli is constantly engaged in cutting-edge research and development, re-investing 6.1% of its High Value revenue, in order to maintain the highest levels of performance, safety, and environmental respect. Pirelli has been active in motorsport since 1907 and from 2011 has been exclusive supplier to the Formula 1 World Championship, recently renewing until 2023. Pirelli will also be exclusive supplier to the World Rally Championship from 2021 to 2024.