



MEDIA RELEASE

## PLAY ON: FUTURE AND STYLE RIDER GET A FUTRO MASHUP

Herzogenaurach, Germany, February 19, 2020 – Sports brand PUMA is giving the iconic FAST RIDER running-inspired shoe a fresh look for 2020. Fronted by PUMA Ambassador YBN Cordae along with dancer and singer DaniLeigh, the new **FUTURE RIDER Play On** and **STYLE RIDER Play On** fuse futuristic and retro designs through vibrant futro color combos and nostalgic style nods.

First up is the **FUTURE RIDER Play On**, available for adults and kids. The sneaker shows off a sleek white midsole and Formstrip as well as black suede overlays and drops in a vibrant blue color paired with red and neon green or juxtaposed with bold 80s color splashes like neon green, pink, orange and violet. The **FUTURE RIDER Play On** also references the past with a corrugated outsole inspired by the original FAST RIDER's Federbein conical studs, in addition to a TPU heel stabilizer for added balance.

The **STYLE RIDER Play On** carries a bit more flash, featuring a nylon upper and suede overlays in bright and black. The shoe boasts a striking midsole in vibrant red and white, plus new shock-absorbing RIDERFOAM for high rebound. This is all topped off with a retro-inspired corrugated outsole and the white Formstrip.

Both the **FUTURE RIDER Play On** and **STYLE RIDER Play On** dropping worldwide on PUMA.com, as well as in PUMA stores and selected retailers on February 22.

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MEDIA CONTACT

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## **PUMA**

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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. For more information, please visit <http://www.puma.com>