



PRESS RELEASE

Hustle by day and risk it all at night: Own the dark with two all-new Hi OCTN x NFS color combos

Herzogenaurach, Germany, March 5, 2020 - Sports brand PUMA is getting under the hood of street racing with two new versions of the Hi OCTN x NFS sneaker, spawned from the world of hit game *Need for Speed™Heat*.

The latest adrenaline-fueled installment in the legendary racing franchise, *Need for Speed™Heat* features a full day cycle where you can edge out rivals after dark or dodge cops while roaming Palm City by day. For showing off your custom car under the sun, PUMA is now offering a “day version” of the Hi OCTN x NFS in PUMA White and ARUBA BLUE-Glacier Gray. For burnout action past nightfall, PUMA suggests a “night version” in Black, PUMA White and ELECTRIC PURPLE to push the pedal to the metal.

The design of the PUMA Hi OCTN x NFS sneaker features a modern neoprene sock construction with technical overlays, topped off with a buckle for added stability. Its dirt track tire-inspired tooling grips the asphalt no matter how hard you hit the throttle, with a full rubber outsole and a comfortable EVA midsole.

The night and day looks are the latest in a collaboration that first kicked off in November 2019 to celebrate the launch of *Need for Speed™Heat*.

Don't get lapped, hurry up and grab the new PUMA Hi OCTN x NFS colors and *Need for Speed™Heat* - for PlayStation 4, Xbox One and PC - available in stores now.

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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.

NEED FOR SPEED HEAT

In *Need for Speed™ Heat*, the brand new instalment in one of the most successful video game franchises of all time, players lay it all on the line when they compete in race, drift and off-road events. By day, players will find themselves in the Speedhunter Showdown and by night take on the city's underground street races to build their reputation. *Need for Speed Heat* boasts a franchise-best curated list of cars, with a deep customization system for performance and style. Players can build their fleet of cars and personalize their identity behind the wheel to be unique, making sure everyone knows who they are in the game's vibrant Palm City. *Need for Speed Heat* is available now for PlayStation 4, Xbox One and PC.