



## PRESS RELEASE

# PUMA'S NEWEST RUNNING SHOE OFFERS A LIGHT FEEL AND RESPONSIVE RIDE

**Boston, Massachusetts; June 25<sup>th</sup>, 2020** — Global sports brand PUMA has just released **UltraRide**, its latest performance running shoe, designed to remove excess materials for a light feel and responsive ride.

**UltraRide** is created for runners looking to reach their next running goal. Built on the foundation of Reductionist Theory, **UltraRide** reduces weight with outsole cutaways to leave runners with the basic running essentials: cushioning and responsiveness for limitless potential. A light, airy upper and supportive midsole plate merge through a dynamic bridge design. Combined with PROFOAMLITE for cushioning and rubber surface area for power transfer at toe-off, **UltraRide** helps runners reach their highest potential. The global campaign feature two of PUMA's Norwegian athletes, two-time World Champion Karsten Warholm and hurdler, Amalie Iuel.

"With UltraRide, we designed the shoe to give runners what they are looking for in a running shoe," said PUMA Run Train Global Director, Erin Longin. "The lightweight upper and responsive PROFOAMLITE midsole, combined with the PROPLATE ensures a spry and comfortable stride for runners training for their next goal."

The key benefits of this performance running shoe are:

- **Propulsion:** An engineered propulsion plate provides midfoot stability for a smooth gait cycle, resulting in a reflex toe-off and propels the runner faster through every stride

- **Lightweight:** PROFOAMLITE is a new and improved high rebound EVA that pushes the boundaries of lightest-possible weight with instant cushion
- **Airy and Breathable:** Open-holed mesh allows for maximal ventilation while a dynamic underlay system offers support

Shop **UltraRide** starting June 25<sup>th</sup> on PUMA.com, PUMA Stores, and selected retailers worldwide.

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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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>