



## PRESS RELEASE

### **Solely for women: PUMA goes flat out with the premiere of Speedcat Mid Sparco**

**Herzogenaurach, Germany, July 9, 2020** — Sports company PUMA is taking pole position in the race of equality with the debut of the women-orientated mid version of the Speedcat, the Speedcat Mid Sparco.

PUMA believes in pushing for equality on and off the racetrack, and wants to see more women in racing. That's why PUMA supports female motorsport like the "W-Series". The female-only single-seater championship has carved a statement in the tarmac showcasing that women are living the same pedal to the medal attitude like their male contenders. Since 2019 PUMA is supporting the W-Series as the official race gear supplier to promote female motorsport.

The Speedcat Mid Sparco is offering the legacy of female motorsport to the consumer. The cool and stylish looking shoe is the lifestyle version of the performance orientated race boot Speedcat Pro building the bridge from the track to the street.

Evolving out of the heritage of 1999's Speedcat kicks, the Speedcat Mid Sparco is ready to inspire a completely new generation of F1 enthusiasts, motorsports fans and streetwear aficionados. The midcut of the Speedcat Mid Sparco is an absolute premiere for PUMA embracing the worlds of speed and style. The upper consists of the established suede material.

The Speedcat Mid Sparco comes ready to hit the tarmac in three unique color combos: PUMA Black-Whisper White-PUMA Team Gold, Gray Violet-PUMA White-PUMA Team Gold and PUMA Black-Glowing Pink-PUMA Team Gold.

Watch out for the women conquering the streets in style. The Speedcat Mid Sparco is available in stores and online now at [www.puma.com](http://www.puma.com).

#### **Media Contact:**

Bastian Radloff, Global PR & Social Media Motorsport– ([bastian.radloff@puma.com](mailto:bastian.radloff@puma.com))



## PRESS RELEASE

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