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PRESS RELEASE



CERTIFIED CLASSIC: PUMA & MANCHESTER CITY LAUNCH THE 24/25 AWAY KIT INSPIRED BY 1999 TRIUMPH

Herzogenaurach, Germany, 8th August, 2024 — Global sports company PUMA and Manchester City have today launched the brand-new Away kit for the 24/25 season. Marking the 25th anniversary of one of the most iconic moments in the Club's history, the kit pays homage to the kit worn during an unforgettable comeback on May 30th, 1999, when City triumphed over Gillingham in the Second Division Play-Off final in dramatic fashion.

Manchester City's history is rich with moments of tenacity and resilience, and the 1999 Play-Off final is a testament to that spirit. Trailing by two goals, City's determination eventually saw them through to victory on penalties, after Paul Dickov's dramatic equaliser in the 95th minute took the game into extra time. To celebrate this iconic match that has been etched into the hearts of the Manchester City fans, PUMA has brought back a certified classic: a navy-blue jersey featuring neon yellow vertical stripes, with neon yellow and blue detailing on the classic collar and sleeve trims.

Paul Dickov, Manchester City Club Ambassador, said: "It's fantastic to see this year's Away kit revealed today. The 1999 Play-off final victory still remains a special moment for myself and City fans around the world and I know the kit from that day is remembered by those who were there and beyond. It's a wonderful gesture by the Club and PUMA to commemorate the anniversary with this year's Away kit."

Marco Mueller, PUMA's Senior Head of Product Line Management Teamsport Apparel, added: "This kit symbolizes a defining moment in Manchester City's history and the relentless spirit of its fans. Our goal was to create a jersey that honours the past while using the latest in performance technology to meet the needs of today's athletes and supporters. We're proud to bring back a design that holds such significance and to do so with a sustainable approach."

Reflecting PUMA's commitment to sustainability, the Replica jerseys are made using the RE:FIBRE initiative, utilizing recycled textile waste to create new materials without compromising quality. This initiative represents a significant step towards a more circular and sustainable production process for football jerseys.

The 24/25 Away kit will be available in both Authentic and Replica versions, ensuring that every fan can wear a piece of history. The Authentic jersey, as worn by the likes of Jack Grealish, Kyle Walker and Alex Greenwood, is crafted with PUMA's ULTRAWEAVE fabric, designed to reduce weight and friction, providing elite-level performance. The Replica jersey offers the same iconic look with a more casual fit, ideal for both match days and everyday wear. Both versions incorporate PUMA's dryCELL sweat-wicking technology to keep fans and players dry and comfortable.

The Manchester City Away kit is available from PUMA stores, PUMA.com, City Stores (Etihad Stadium, Arndale Centre, Rockefeller Center & Yas Mall), mancity.com/shop, and select retailers worldwide from 8th August.

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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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.