

## PRESS RELEASE

## THE ROAD TO CHICAGO: PUMA ATHLETES READY TO GO WILD AT THE HYROX WORLD CHAMPIONSHIPS

**Herzogenaurach, June 10<sup>th</sup>, 2025** – Global sports company PUMA celebrates its partnership with HYROX, the World Series of Fitness Racing, as its athletes gear up for the HYROX World Championships 2025 in Chicago. This marks a historic milestone in the fitness racing community, with PUMA continuing to innovate and support athletes of all levels globally.

PUMA has been partnering with HYROX since its start in Hamburg in 2018, expanding alongside the series to its largest event ever in Berlin last month, which included more than 18,000 participants. This partnership has evolved into a worldwide collaboration, solidified last year with PUMA becoming the official Global apparel and footwear partner for all HYROX events.

**PUMA's Vice President of Brand and Marketing, Richard Teyssier**, highlighted the growing impact of fitness racing, "HYROX has transformed fitness into a new dimension, and we are thrilled to be part of this journey and support HYROX's development strategy. This partnership has reinforced PUMA's commitment to fitness racing and provides a big platform to increase our brand awareness within the HYROX community and beyond."

"PUMA has been a key partner in HYROX's growth" **said Moritz Fürste, Co-founder of HYROX**. "Our shared ambition is to shape the future of fitness racing—making it more accessible, exciting, and performance-driven for athletes at every level. Together, we're pushing the boundaries in training gear innovation, ensuring that both elite competitors and everyday participants benefit from the same high standards in apparel and footwear."

In Chicago, over 20 PUMA Athletes from all over the world will compete for glory, including 5 Elite athletes: World Record holder Hunter McIntyre, Jake Dearden, Lucy Procter, Linda Meier, and Tim Wensch. But this year, the HYROX World Championships in Chicago isn't just about who finishes first - it's also about unleashing greatness by embracing your wildest self. For the first time ever, PUMA is awarding the **'World's Fastest Patch'** to prove it. This extremely limited PUMA-patch will be given to HYROX racers with the fastest overall run time HYROX Pro Women and HYROX Pro Men per age group, Elite 15, and adaptive categories. Winners will also receive a pair of Deviate Elite 3

PUMA is also launching its second collection of PUMA x HYROX co-branded apparel and footwear. Built with HYROX athletes in mind, it features new footwear silhouettes and apparel designs, helping you train harder, race smarter, push past limits and go wild. PUMA x HYROX collection launches exclusively at HYROX World Championships Chicago 2025 and globally on 19 June 2025.

Showing just how committed PUMA is to the sport and its community, PUMA employees who qualified for the World Championships will also be hitting the competition floor in Chicago — living the HYROX experience themselves.

Following the launch the 'Go Wild' Brand Campaign - a tribute to runners unlocking the runner's high - PUMA has launched the Go Wild Podcast and Go Wild Series on YouTube, which aims take the audience behind the scenes at some of the most impressive sport events in 2025, including the HYROX World Championships in Chicago this week.

For more information about PUMA Go Wild, visit [www.puma.com](https://www.puma.com), or follow our journey on social media @PUMA.

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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 75 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA is committed to redefining sport and self-expression, empowering athletes and consumers to perform at their best while staying true to who they are. With a focus on innovation, authenticity, and joy, PUMA continues to push the boundaries of performance and sports-style. 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

## HYROX

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HYROX is one of the most disruptive fitness and sports brands on earth, a winner of the Time 100 Most Influential Companies 2024. HYROX is the Global Sport of Fitness Racing, inspiring people worldwide to engage in the healthiest form of training and competition. HYROX connects the world's training communities with a sport, a training methodology and a lifestyle that is accessible to all and conveys the transformative benefits of training and competition to a globally connected audience.