

## PRESS RELEASE

# PUMA GEARS UP FOR HYROX WORLD CHAMPIONSHIPS WITH LAUNCH OF EXCLUSIVE HYROX COLLECTION

- Collection includes colour refresh for best-selling Deviate NITRO™ 3 HYROX & Deviate NITRO™ Elite 3 HYROX
- Apparel collection made with PUMA's innovative CLOUDSPUN THERMOADAPT and SHAPELUXE LUXFIT fabric technologies
- PUMA x HYROX collection launches exclusively at HYROX World Championships Chicago 2025 (footwear only) and globally on 19 June 2025

**Herzogenaurach, 9 June 2025**

With the HYROX World Championships Chicago 2025 just days away, global sports company PUMA has unveiled its hotly-anticipated second collection of PUMA x HYROX co-branded apparel and footwear.

Built with HYROX athletes in mind, the collection features new footwear silhouettes and apparel designs, helping you train harder, race smarter, push past limits and go wild; whether you're gearing up for your first HYROX event or chasing a new personal best.

Making its race debut at the HYROX World Championships Chicago, the collection will be worn by Elite 15 athletes including Men's Pro World Record holder, Hunter McIntyre; Women's Open World Record holder, Lucy Procter; UK athlete, Jake Dearden and many more.

"The HYROX World Championships is the pinnacle of the HYROX calendar, and this year has added meaning, being in my home country. Turning up on race day feeling and looking my best is paramount to my performance, and I can't wait to do that in the new PUMA x HYROX collection," **said Hunter McIntyre.**

Featuring PUMA's innovative CLOUDSPUN and LUXFIT technologies, the apparel range is designed to keep HYROX athletes of all levels comfortable and dry throughout their training block and race day. The CLOUDSPUN premium-brushed material provides racers with the softest training gear on the market, as the THERMOADAPT moisture-wicking technology cools you down when you are hot and deactivates once cooling is complete, optimizing comfort and performance.

For the first time ever, selected items in women's range will use SHAPELUXE fabric, made with LUXFIT and LYCRA® ADAPTIV technology to create a customized second skin fit that moves with you.

Key items in the women's collection include the PUMA x HYROX ESSENTIAL TIGHT, the PUMA x HYROX SHAPELUXE 3" TIGHT SHORT and the PUMA x HYROX SHAPELUXE HIGH-NECK BRA. The new men's range features the PUMA x HYROX CLOUDSPUN THERMOADAPT TEE, the PUMA x HYROX 2-IN-1 TRAIN SHORT and the PUMA x HYROX CLOUDSPUN HOODIE.

There are also exciting updates for PUMA's iconic footwear, with Deviate NITRO™ 3 and Deviate NITRO™ Elite 3 receiving a vibrant colour refresh that is guaranteed to stand out on race day.

Deviate NITRO™ Elite 3 – the shoe of choice for PUMA's elite HYROX athletes – is optimized to be lightweight and built for speed. The ultimate race day runner features PUMA's innovative NITROFOAM™ ELITE for best-in-class responsiveness and energy return, whilst strategically placed PUMAGRIP ensures unrivalled traction through exercises, with a specially engineered PWRPLATE makes racing feel effortless.

Infused with PUMA's unique NITROFOAM™ and a less aggressive PWRPLATE than its Elite counterpart, Deviate NITRO™ 3 is your reliable and responsive racer that features more of PUMA's industry-leading PUMAGRIP, ensuring you stay on your feet from start to finish.

**Erin Longin, Vice President Run/Train at PUMA said:** "The ultimate fitness race requires the ultimate apparel and footwear, and our latest PUMA x HYROX collection delivers just that. Every piece has been meticulously designed and curated for HYROX athletes, ensuring they excel in every rep, at every station, right to the finish line."

"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."

The Deviate NITRO™ 3 and Deviate NITRO™ Elite 3 from the new collection will drop exclusively at the HYROX World Championships Chicago from 11 June. The full collection will launch globally on 19 June, available to purchase at HYROX events, on HYROX World, on PUMA.com, in PUMA flagship stores and in selected retailers across North America, Europe, Latin America, Asia and Australia.

For more information visit [www.puma.com](https://www.puma.com) and follow @PUMATraining, or visit [www.hyrox.com](https://www.hyrox.com) and follow @hyroxworld

**Media Contact:** [Stefan.Popovic@Puma.com](mailto:Stefan.Popovic@Puma.com)

## PUMA

---

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 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**

---

### About HYROX

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.