



PRESS RELEASE

PUMA JOINS SONIC THE HEDGEHOG™ AND FRIENDS FOR A NEW LIMITED-EDITION COLLECTION



Herzogenaurach, October 1, 2025 – A new PUMA and Sonic the Hedgehog collaboration races onto the scene, this time bringing along beloved characters Shadow and Tails in this supersonic collection.

The limited-edition range features reimagined versions of the PUMA Inhale and Inverse sneakers, alongside apparel and accessories that pay tribute to the world of Sonic. The capsule features hidden Easter eggs, character nods, and customizable elements,

inspired by the Blue Blur and SEGA's newest kart-racing game *Sonic Racing: CrossWorlds*™.

At the heart of the footwear lineup is the PUMA Inhale, a dynamic 2000s running silhouette reborn in Sonic's signature blue. Shadow and Tails are each given their own spin on the PUMA Inverse, with colorways echoing their in-game personas. All three sneakers feature custom designs in the form of character-shaped lace shrouds, swappable "hook-and-loop" heel tabs, and replaceable Formstrips.

On the apparel side, PUMA goes full throttle with a speedy collection that blends motorsport styling with graphic cues inspired by racing and design elements from *Sonic Racing: CrossWorlds*. The matching Track Jacket and Track Pants feature a blackout palette accented by bold red piping and Sonic co-branding. The Graphic Hoodie and Shorts arrive with a washed treatment and gold-ring drawstring aglets, while the Racer Shirt showcases an oversized monochrome Sonic graphic across the body. The graphic tee unites the whole trio, Sonic, Tails, and Shadow. Topping off the collection are a 5-panel cap and waist bag, both featuring ring-inspired zipper pulls and co-branded badges.

The collection's visuals carry over into the game itself, which includes eight PUMA-designed in-game decals that players can use to customize their vehicles in *Sonic Racing: CrossWorlds*. The PUMA decal pack will be available at no additional cost for all players who purchase the game.

The latest from PUMA x Sonic the Hedgehog launches on October 30, 2025, from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

Media Contact:

Alberto Turincio, PUMA Global Communication, Sportstyle – alberto.turincio@puma.com

Sandra Wedel, PUMA Global PR, Sportstyle – sandra.wedel@puma.com

Thalia Piedra, SEGA of America Inc. PR Manager – thalia.piedra@segaamerica.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.

SEGA of America, Inc.

SEGA of America, Inc. is the American arm of Tokyo, Japan-based SEGA CORPORATION, a worldwide leader in interactive entertainment. Established in 1986, SEGA of America publishes innovative experiences for console, PC, mobile and other emerging platforms. SEGA is the first publisher to rank #1 three separate times (2016, 2020, and 2024) in Metacritic's Game Publisher Rankings. Its globally beloved franchises include Sonic the Hedgehog, Total War™, Like a Dragon™, Football Manager™, Virtua Fighter, and Crazy Taxi™, along with Atlus' Persona™ series and the critically acclaimed new IP, Metaphor: ReFantazio™. The company is also expanding its transmedia strategy, with numerous film and TV projects underway across multiple franchises. SEGA of America has offices in Irvine and Burbank, California. Visit www.sega.com.

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